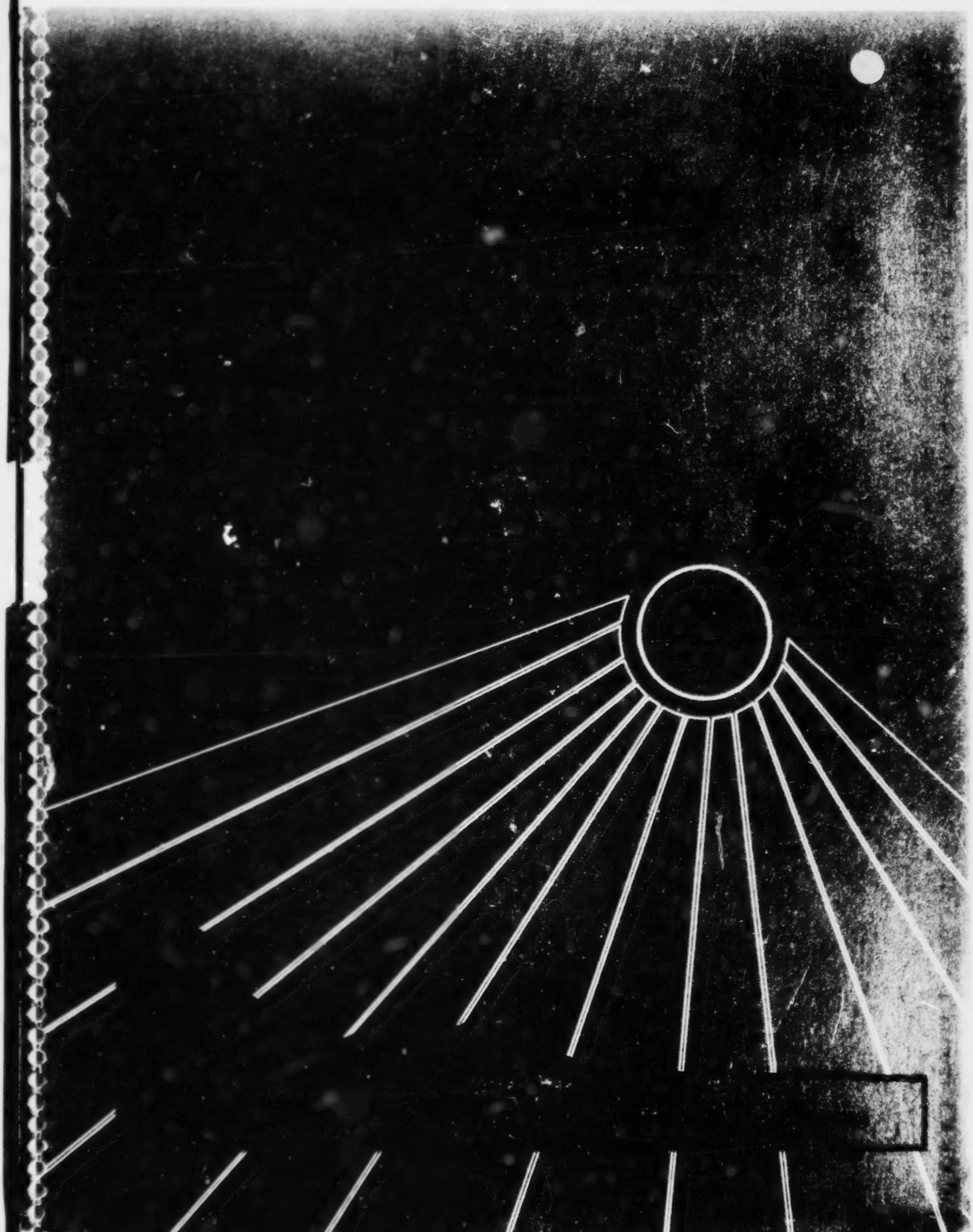

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CANADA

To Whom It May Concern:

The enclosed consultant's report provides an inventory and assessment of the tourism resources in Chinook Country, Tourist Zone 1 of Alberta. Potential tourism development opportunities are identified.

It should be noted that the report does not represent government policy. Rather it is the initial step in the destination area development process. As the second step, Alberta Tourism and Small Business is seeking input from the general public, the private sector, and other government agencies with an interest in the area. Over the next few months open houses and meetings will be arranged to obtain your input and to discuss the report.

If you have any comments relative to the report, please forward them to:

Planning Unit
Development Branch
Alberta Tourism and Small Business
12th Floor, Capitol Square Building
10065 Jasper Avenue
EDMONTON, Alberta
T5J 0H4

Further opportunities to discuss your feelings about this report and the tourism potential in the area will be available at the public drop-in sessions. Dates and details of these meetings will be advertised in local papers.

Additional copies of this report are available by contacting the above address, or by telephoning 427-4340.

Sincerely,

D.A. Hayes
Assistant Deputy Minister
Tourism Division

DAH:CLM:kjm

CHINOOK COUNTRY TOURISM DESTINATION AREA STUDY

Prepared for

TRAVEL ALBERTA

Prepared by

MTB Consultants Ltd.
ICL-Interplan Consultants Ltd.

March, 1984

EXECUTIVE SUMMARY

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1.0 INTRODUCTION

The Chinook Country Tourism Destination Area Study was initiated by Travel Alberta as part of the ongoing Tourism Destination Area Planning Program. The study area includes all of the Chinook Country Tourist Zone (TIAALTA Zone 1), except for the southwestern corner and a strip along the eastern edge of the zone which were examined in the earlier Southwest and Southeast Alberta Tourism Destination Area Studies.

In this document, the results of Phase I of the four-phase Tourism Destination Area Planning Program for the study area are presented. This report will be widely circulated by Travel Alberta to government departments and discussed in public open house meetings. In the subsequent three phases of the study, Travel Alberta will determine tourism development objectives, identify the physical and economic feasibility of specific tourism opportunities, and act as a catalyst in the implementation of development opportunities with co-operation from the private sector and municipal and provincial government agencies. In the latter phases, the results of the Southeast and Southwest Alberta Tourism Destination Area Studies will be integrated with the results of this study to provide an overall Tourism Development Concept for Chinook Country.

2.0 SUBREGIONS OF THE STUDY AREA

For the purpose of this project, the study area has been divided into four subregions: Lethbridge, Prairie Farmland, Ranchland, and Mountainland (Map 1).* These four subregions have been used to organize the identification of tourist development opportunities, and as the basis for the detailed inventory of historical, community, and regional tourism resources of the study area.

The **Lethbridge** Subregion was identified as a small, but separate, subregion because it offers a wide variety of events, attractions, accommodation and services in a concentrated area. Within Chinook Country, it is a unique and readily identifiable tourist destination point and stopover area.

The **Prairie Farmland** Subregion is located in the eastern half of the study area. Agriculture is the primary industry of the subregion, and includes both irrigation and dryland farming.

The **Ranchland** Subregion is located between the Prairie Farmland and Mountainland Subregions. Here cattle ranching and horse breeding are the favoured agricultural pursuits.

The **Mountainland** Subregion is all crown land, administered by Alberta Energy and Natural Resources, with the exception of a narrow strip of land between the Livingstone Hills and Porcupine Hills. There are no communities in this subregion, and services available to visitors, such as fixed roof accommodation, restaurants, and service stations, are limited. This subregion includes part of Kananaskis Country.

* See page 2 of Full Report

3.0 EXISTING TOURISM RESOURCES

Chinook Country has a broad base of tourism resources. These can be grouped according to biophysical resources, historical resources, community resources, and regional resources.

The biophysical resources provide the basis for understanding and developing many of the tourism opportunities of Chinook Country. Chinook Country spans prairie, mountain, and foothills areas of Southern Alberta. This provides a foundation for a diversity of outdoor recreational pursuits for visitors to the area: hiking, skiing, hunting, fishing, horseback riding, whitewater sports, canoeing, nature viewing, and photography.

Chinook Country has an interesting prehistory and more recent history which provide the backdrop for the present day development of the region. Reconstructed and/or interpreted sites such as Fort Whoop-Up, Nicholas Sheran's Coal Mine, downtown buildings on the Lethbridge walking tour, the High Level Bridge, St. Mary irrigation canal, Mormon sites in the Cardston area, and Turner Valley are visited by many tourists every year. There is potential to expand the historical resources available to tourists using important themes that have yet to be developed to any significant degree: native history, early trails and stopping houses, North West Mounted Police, ranching and farming, and ghost towns.

The communities of the study area provide the basic services required by travellers to the region. Lethbridge is the only city in the study area, and the hub of tourism in the zone. In addition, there are 16 towns and 15 villages. Many of these communities have recreational, cultural, institutional or industrial attractions for visitors. Annual events, such as fairs, sportsdays, and rodeos attract visitors to the communities. Improved marketing and promotion could increase the number of tourists attending local attractions and events and spending time in the communities.

In addition to the facilities and services offered by the communities of the study area, the study area has a wide variety of regional tourism resources: Kananaskis Country, seven provincial parks, four wayside recreation areas, four Alberta Transportation campgrounds, four Alberta Forest Service recreation areas, seventeen municipal and

private campgrounds, and numerous day use recreation areas. In addition, there are several guest ranches in the foothills. A number of tour companies cater to bicycle tours, whitewater tours, and fishing tours. Other regional resources with tourism potential are whitewater sports and air sports in the foothills and mountains.

4.0 MARKETING OBJECTIVES AND RECOMMENDATIONS

The overall goal of the Chinook Country Tourism Destination Area Study is to increase the level of tourism activity in the zone. In this study, six broad objectives have been identified to achieve this goal:

- Attract to Chinook Country more Alberta residents who are currently travelling within the province.
- Lengthen the stay of non-residents who pass through Chinook Country en route to other destinations.
- Attract more non-resident visitors to Chinook Country.
- Attract Albertans that generally vacation outside the province to Chinook Country.
- Extend the duration of trips to Chinook Country by Alberta residents.
- Extend the tourism season in Chinook Country for resident and non-resident visitors.

In order to achieve the tourism market goal and objectives for Chinook Country, the following marketing and development concepts are recommended:

- Ensure that people entering the zone are adequately informed of the range of tourism opportunities, attractions, and facilities that are available in Chinook Country to encourage them to stay in the zone for a longer period of time, visit more attractions, and return to the zone for another visit.
- Ensure that visitors to established destination points in the zone are aware of other tourism opportunities, attractions, and facilities in the immediate area of the destination.
- Expand and improve existing tourism/recreation attractions and facilities.

- Develop and integrate educational and industrial tours for special interest groups such as senior citizens, university groups, agricultural industry representatives, farmers, and foreign government and industry representatives visiting Canada on trade missions.

- Develop new tourist/recreation attractions and opportunities to cater to tourists.

- Improve transportation routes, signage, and access to opportunities and attractions in the zone.

- Relocate and improve signage to the tourist information centres and train staff of community operated tourist information centres in tourism counselling.

- Increase awareness of the importance of tourism to the service industries. The image of the tourist zone can be enhanced by a polite and courteous attitude of the service sector personnel.

5.0 TOURISM DEVELOPMENT OPPORTUNITIES

The assessment of the biophysical, historical, community, and regional tourism resources of the study area showed that Chinook Country has a wealth of existing events and attractions for tourists. However, the market analysis showed that most of these could benefit from improved advertising, signage, or access. In addition, the analysis showed that some expansion and upgrading of existing attractions may be possible, and that several new tourism development opportunities exist. Potential tourism opportunities are presented in descending order of importance from major to minor for each of the subregions, below.

5.1 Lethbridge Subregion

Develop an Agricultural Interpretive Centre in Lethbridge.

An excellent opportunity exists for the development of an agricultural education and interpretive centre in Lethbridge because the historical growth and development of Chinook Country are based primarily upon agriculture.

Develop a Native Interpretive Centre and Associated Private Sector Opportunities.

A native interpretive centre should be developed in Lethbridge in association with Fort Whoop-Up and Indian Battle Park. Development, finance, and administration of the interpretive centre should be undertaken by native bands with assistance from the federal government.

Develop a N.W.M.P./R.C.M.P. "Exploration Guide".

An Exploration Guide could be developed to provide a comprehensive historical sketch of activities of the N.W.M.P. in Southern Alberta from inception to modern day, developed around such subthemes as: historical perspective, native relations, crime prevention and investigations, and national security.

Develop a Water Slide in Lethbridge.

The development of a water slide at one of the major highway entrances to Lethbridge would be an excellent major private opportunity to meet water based recreation demands of city and zone residents, and to serve as a tourist attraction to the increasing number of American visitors passing through the region.

Establish a Private Tour Company in Lethbridge.

The establishment of a commercial tour company, based in Lethbridge, to provide organized tours of the city and Chinook Country, is a very viable business opportunity for the private sector, which could greatly enhance tourism in the zone through linkage and promotion of existing and new tourism opportunities.

Develop the Tourism Potential of the City of Lethbridge Historical Interpretive Master Plan and Associated Private Sector Opportunities.

To realize the full tourism potential of historical resources of Lethbridge, as outlined in the Historical Interpretive Master Plan, marketing and promotion must be directed toward tour groups, conventions, school and university groups, casual visitors, and people visiting friends and relatives in the region.

Develop Tourism Potential of the City of Lethbridge Urban Parks Project and Associated Private Sector Opportunities.

The implementation of the Urban Parks Master Plan will enhance recreation opportunities in the City of Lethbridge for local and regional residents and tourists.

Establish "American Days" as an Annual Event in Lethbridge.

An excellent method of generating tourism dollars in Lethbridge, further expanding the American tourism market, and keeping tourists in the zone longer is through the establishment of an annual "American Days" in Lethbridge. Major events and festivities should be planned over a one to two week period.

Use Lethbridge Centennial in 1985 as an Opportunity to Promote Tourism in the City and the Zone.

The City of Lethbridge centennial celebration will provide an excellent opportunity to promote tourism in Lethbridge and the zone to former residents and their friends and families.

Establish an annual river boat regatta between Fort Macleod and Lethbridge

An annual river boat regatta between Fort Macleod and Lethbridge could benefit both communities in terms of tourist dollar generation. The regatta should be held during a summer weekend, possibly in association with a larger annual early summer event.

Provide incentives for industrial tours.

Incentives should be offered to industrial and agricultural establishments that offer tours to compensate for disruption of business.

Expand promotion of agricultural tours and senior citizen tours.

If a private tour company is not established in or near the zone, more marketing efforts and promotion should be targeted specifically toward non-resident farm groups and senior citizen groups.

5.2 Prairie Farmland Subregion

Improve Location and Presentation of the Remington Heritage Collection

In order to maximize its potential as a major tourist attraction in the Prairie Farmland Subregion, the Remington Heritage Collection should be relocated to a more visible and accessible location, and certain changes made to presentation and hours of operation.

Develop a Horse Drawn Carriage Tour of Cardston

The attractions and historic sites of Cardston, including the Courthouse Museum, Cobblestone Manor, Alberta Temple, C.O. Card Home, Union Bank Building, Ephram Harken Residence, and the John Wolf Residence could be interpreted by means of a carriage tour.

Provide Plaques at Sites Related to Mormon Settlement.

Other sites related to historic Mormon settlement that are worthy of interpretation include the Opera House, the Knight Academy and Sugar Beet Factory in Raymond.

Restore Selected Ghost Towns.

Interpretation by signage at ghost town sites and in a tourist brochure describing the history of the communities would be interesting to many travellers.

Develop a Day Use Area near the Fort Benton Trail at the Confluence of St. Mary River and Lee Creek.

Historical features of interest at this site include: the old ruts of the bull trains, an old Indian Camp, an old flour mill foundation, the location of C.O. Card's camp during the Mormon Trek, the first steel bridge in Alberta, and the first long distance telephone line in Alberta.

Further Develop Themes Related to Whiskey Forts, Trails, and Stopping Houses.

Whiskey forts, trails, and stopping houses played an important role in the early development of the Prairie Farmland Subregion, and further development of this theme could enhance tourism through new attractions, as well as improving the appearance and orientation of existing facilities and services.

Provide Incentives to Operators that Sponsor Agricultural Tours.

If the number of agriculture-related group tours to the Prairie Farmland Subregion is increased, it will be important to maintain the interest and co-operation of the farm, ranch, and industrial operators, because tours can be disruptive to daily operations.

Recognize the Importance of the Noble Blade in Nobleford.

The Noble blade, which was invented by Charles Noble of Nobleford, greatly improved tillage practices on the prairies. Versatile Noble Cultivators should be encouraged by the Chinook Country Tourist Association to provide tours for agricultural groups visiting the zone.

Include Hutterite Colonies in Agricultural Tours.

There are 64 Hutterite colonies in Chinook Country. Tours of Hutterite colonies could be incorporated into agricultural group tours, with the co-operation of the individual colonies.

Increase Opportunities for Water Based Recreation.

More water based recreation opportunities are required in order to keep up with increasing user demand by zone and Alberta visitors.

Develop an Information Program Related to World War II RCAF Training Schools.

The RCAF operated numerous training schools in southern Alberta during World War II that are worthy of interpretation. The Claresholm airport could be the centre for an information program about the nature and location of pilot training programs, and other training schools in the zone could be part of circle or theme tours.

Improve interpretation of Ducks Unlimited Waterfowl Enhancement Projects.

Ducks Unlimited has developed a number of waterfowl habitat enhancement projects in Chinook Country which could be developed for waterfowl viewing during migration and other non-disruptive periods.

Improve signage and access to interesting natural features.

The Prairie Farmland Subregion has a diversity of interesting natural features, but signage or access to them is either inadequate or non-existent. Opportunities for nature interpretation, which could be presented through a signage program and incorporated into circle or theme tours literature produced for Chinook Country, include the sand dunes near Carmangay, the Belly River Buttes, and petrified forest located on private property near Stand Off.

5.3 Ranchland Subregion

Develop Oil and Gas Interpretive Facility in Turner Valley and Associated Private Sector Opportunities.

The Faculty of Environmental Design at the University of Calgary has prepared a report outlining a concept proposal for the interpretation of the history of oil and gas development in the Turner Valley region. The proposed improvements include: an interpretive centre, restoration of main street buildings, auto tours commencing at the Centre, and a walking tour. If implementation of the concept plan is successful, it would also provide the opportunity for private sector development of tourist services.

Develop Camping Facilities Near the Head Waters of the Oldman and Highwood Rivers.

Camp sites and boat launches on the upper reaches of the Oldman and Highwood Rivers would increase usage of the rivers by Alberta visitors who enjoy canoeing, kayaking, and rafting. This would also result in spin off business for food, beverage, and gasoline outlets located in the area.

Expand Camping Facilities at Willow Creek Provincial Park.

There is a need to develop additional camping facilities to meet the high demand in the vicinity of Willow Creek. If the Alberta Government is unable to meet the demand through expansion of campground and day use facilities at Willow Creek Provincial Park, the private sector should be encouraged to lease crown land for the purpose of campground development.

Develop Ranch Tours.

The history and present day operation of large cattle ranches and horse breeding ranches provides visitors to this subregion with two types of tourism opportunities, the history of the original cattle ranches of the area and horse shows could be included as part of the itinerary of circle tours or day trips from destination nodes.

Develop Cowboy/Western Theme in High River.

High River is a logical focal point for ranch tours, with a number of related attractions, including Eamor Saddlery, western wear stores, Museum of the Highwood, the Bronze Boot Gallery, and three annual rodeos including the Little Britches Rodeo. High River is an attractive community, with a distinctive western flavour, which should be expanded upon, with particular emphasis on additional restaurants, craft stores, and western stores.

Further Develop Themes Related to Whiskey Forts, Trails, and Stopping Houses.

As indicated for the Prairie Farmland Subregion, themes related to whiskey forts and early trails and stopping houses should be further developed. Interpretive signs should be erected for Pine Coulee Fort near Nanton on Highway 2, and McPherson's Post near Okotoks where Highway 2A crosses the Sheep River. There were about 12 stopping houses in the Ranchland Subregion. The colorful names such as Gopher House, Armery House, Hollinger House, and Edith Cal Warren House would be appropriate names for restaurants, motels, or gift shops.

Erect Signage About the Spring Water at Nanton.

The pure spring water in the Nanton area is being bottled for commercial sale at the Nanton Water Bottling plant, the only water bottling plant in Canada. The organization of tours through the plant would be of interest to tourists, as would interpretive signage.

5.4 Mountainland Subregion

Improve Access and Facilities in the Green Area, South of Kananaskis Country.

Upgrading (including pull-outs and viewpoints) of secondary road 940, the Forestry Trunk Road, and Highway 22 would allow better access between Kananaskis and Crowsnest Pass, and would allow more visitors to appreciate this beautiful area of the province.

Provide Opportunities for Nature Viewing Along Forestry Trunk Road.

The Forestry Trunk Road is frequently used by many travellers as a slower scenic route to view nature and wildlife while driving through the subregion. Natural areas along this route, such as Plateau Mountain, should be signed and literature describing the significant features of the area should be available.

5.5 Touring Opportunities

Tours can retain visitors in an area for a longer time period, disperse visitors away from the major travel corridors, and improve the understanding of the visitors for attractions in the area. Numerous tours are possible in Chinook Country and several, including theme tours, circle tours, and scenic tours, are outlined in the report.

6.0 CONCLUSION

The report presents the inventory and preliminary analysis of tourism opportunities for part of Chinook Country. A wide variety of opportunities have been identified to improve or upgrade present tourist facilities and to develop new facilities and attractions. The information contained in the report will be integrated with the inventory and analysis prepared previously for the Southeast and Southwest Alberta Tourism Destination Area Studies to provide a comprehensive data base for all of Chinook Country. This will allow the tourism development opportunities identified in this report to be further developed to include all of Chinook Country.

ACKNOWLEDGEMENTS

We would like to acknowledge the assistance provided by the many operators of tourist attractions and facilities, industrial and commercial facilities, chambers of commerce, municipalities, and members of the Chinook Country Tourist Association who were interviewed during this study. Also a number of provincial government employees provided information for this report, and reviewed some sections. These individuals are listed in Section 7.2 of the report.

In particular, we would like to thank the members of the Steering Committee for their time and effort: Louise McGillivray, Jan Bloomfield, Dave Lapp, Sid Nieuwenhuis, and Randy Smith.

We would also like to acknowledge the members of the project team who contributed significantly to the progress of the study:

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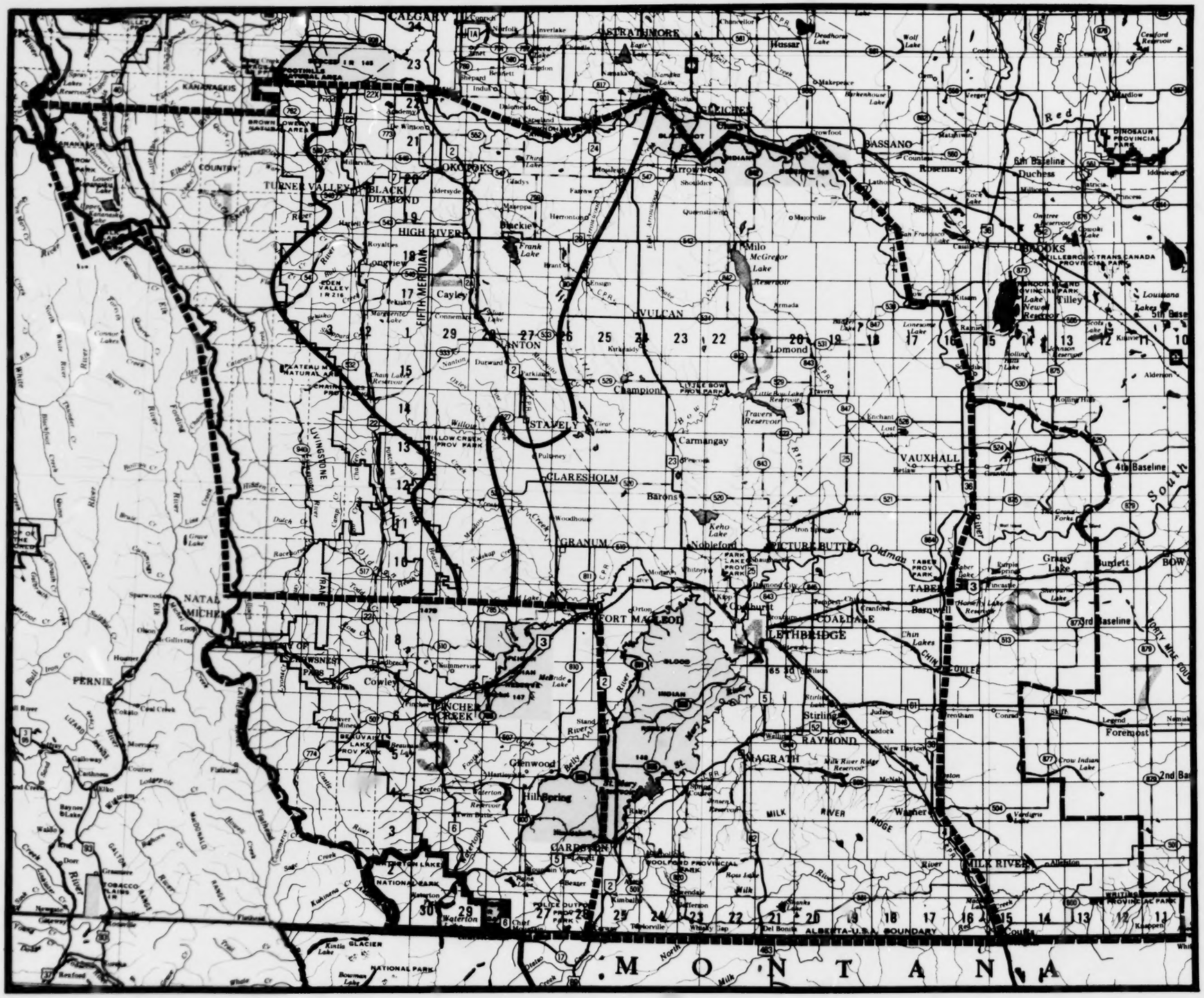
1.0 TOURISM DEVELOPMENT OPPORTUNITIES IN CHINOOK COUNTRY

1.1 INTRODUCTION

The Chinook Country Tourism Destination Area Study was initiated by Travel Alberta as part of the ongoing Tourism Destination Area Planning Program. Chinook Country (TIAALTA Zone 1) includes the southwestern portion of Alberta, from Calgary to the United States border. The Bow River forms the northern and eastern boundaries of the zone. The British Columbia border forms the western boundary. The southwestern corner and strip along the eastern edge of the zone were examined in the Southwest and Southeast Alberta Tourism Destination Area Studies (MTB 1980; IBI 1979). Therefore, these areas were not included in the present study. The boundaries of the study area covered in this report are shown on Map 1. Throughout this document, the term "study area" is used to refer to the area within the study boundaries designated for this project. The term "Chinook Country" is used to refer to the area within the TIAALTA Zone 1 boundaries.

In this document, the results of Phase I of the four-phase Tourism Destination Area Planning Program for the study area are presented. This report will be widely circulated by Travel Alberta to government departments and discussed in public open house meetings. In the subsequent three phases of the study, Travel Alberta will determine tourism development objectives, identify the physical and economic feasibility of specific tourism opportunities, and act as a catalyst in the implementation of development opportunities with co-operation from the private sector and municipal and provincial government agencies. In the latter phases, the results of the Southeast and Southwest Alberta Tourism Destination Area Studies will be integrated with the results of this study to provide an overall Tourism Development Concept for Chinook Country.

Chinook Country encompasses the prairies, foothills, and mountains of southwestern Alberta. In terms of scenery and land uses, it has the most diversity of any of the fourteen Alberta Tourist Zones. Chinook Country is one of the most popular tourist zones in Alberta. Only the Calgary and Edmonton Metropolitan areas and Banff National Park receive more visitors (Travel Alberta 1982). Despite this, the majority of visitors to the area are day-users or short-term visitors. Many visitors pass through Chinook Country en route to other destination points, some come to visit friends and relatives, and others come to participate in outdoor recreation activities or to view a particular attraction or event.



Base map cartography by : Alberta Energy and Natural Resources

Chinook Country Tourism Destination Area Study

MTB Consultants Ltd.

ICL Interplan, A Division of IEC Beak Consultants Ltd.

Legend:

1 Mountainland
2 Ranchland
3 Prairie Farmland
4 Lethbridge
5 S.W. Alberta Tourism Study 1980 (Chinook Country Overlap)
6 S.E. Alberta Tourism Study 1979 (Chinook Country Overlap Portion)
7 S.E. Alberta Tourism Study 1979

- Chinook Country Boundary
- Study Area Boundary
- Subregional Boundary

Title:

Subregions

Scale: 1:1,000,000

5 0 10 20 30 Kilometers
5 0 10 20 Miles

North

1

In the remainder of Section 1, general promotion and marketing recommendations are made, the four tourism subregions of the study area are described, and existing and new development opportunities for each of the subregions are identified. These development opportunities are based on an evaluation of existing opportunities, interviews with operators of tourist attractions/events, community representatives, various government representatives, and an analysis of the tourism market for Chinook Country. The identified opportunities focus on ways to upgrade, improve, and integrate existing tourist attractions, develop new attractions, and make visitors more aware of the range of available opportunities in the study area.

The inventories of existing tourism resources in the study area are included in Sections 2 through 5 of this report. These have been discussed according to the following broad categories: biophysical resources, historical resources, community resources, and regional resources. An analysis of the tourism market of the study area is presented in Section 6.

1.2 MARKETING OBJECTIVES

The overall goal of the Chinook Country Tourism Destination Area Study is to increase the level of tourism activity in this part of the zone. In this study, six broad objectives have been identified to achieve this goal. The objectives, which are directed towards Alberta residents and non-residents (ie. national or international visitors) are outlined below.

- **Attract to Chinook Country more Alberta residents who are currently travelling within the province.**

  This represents the most viable and promising tourism objective. Albertans currently represent the largest tourism market for Chinook Country and the number of Alberta visitors is increasing significantly each year.

- **Lengthen the stay of non-residents who pass through Chinook Country en route to other destinations.**

  Pass through traffic makes up the bulk of the non-resident visitors to the zone, and extending the length of stay of visitors in the zone to one or two days is a viable objective.

- **Attract more non-resident visitors to Chinook Country.**

  This is a realistic objective, but because Chinook Country is not recognized as a tourist destination area by tourists from outside of the province, the assistance of the Travel Alberta tourism campaigns is required.

- **Attract Albertans that generally vacation outside the province to Chinook Country.**

  This is a viable market objective. However, its success is limited to people travelling by automobile that do not own vacation property outside the province. The current economic slowdown makes this a viable alternative at the present time.

- **Extend the duration of trips to Chinook Country by Alberta residents.**

  This should be a medium to long term marketing objective. In order to extend the duration of trips beyond day trips and weekend outings, further development of zone resources and opportunities is essential.

- **Extend the tourism season in Chinook Country for resident and non-resident visitors.**

  This is a viable objective if directed toward professional and industrial organizations, senior citizens and school groups. Conventions and pre-arranged tours should be promoted with these groups during the spring and fall, and possibly year round.

1.3 MARKETING AND DEVELOPMENT RECOMMENDATIONS

In order to achieve the tourism market goal and objectives for Chinook Country, the following marketing and development concepts are recommended. Specific examples of these concepts are discussed in Section 1.6.

- **Ensure that people entering the zone are adequately informed of the range of tourism opportunities, attractions, and facilities that are available in Chinook Country.**

  The biophysical, historical, community, and regional tourism/recreation resource inventories of the zone show that Chinook Country offers a great variety and number of tourism opportunities, attractions, and facilities. If visitors are aware of the full range of tourism opportunities available, they should be more prone to stay in the zone for a longer period of time, visit more attractions, and return to the zone for further visits.

  Many visitors travel through Chinook Country en route to other locations, such as: Americans travelling north to Calgary/Banff; Eastern Canadians travelling from Highway 1 to British Columbia along Highway 3; and Albertans travelling to the Waterton Lakes area or the United States. Although these tourists are passing through the study area to visit other destinations, many stop at some point within Chinook Country to get fuel, a meal, or just to break the trip. Each stop provides the tourist with an opportunity to see Chinook Country and gain an impression about the Tourist Zone. If this impression is favorable, a stop or return visit may result.

  Thus, it is important that these "pass through" visitors be given the opportunity to pick up good information relating to the attractions, events, and facilities in Chinook Country, and to find logical points to break the trip in the Tourist Zone. This information should be readily available in package form from planning sources such as travel agents, Travel Alberta, and the Chinook Country Tourist Association, and along the major highways at Visitor Information Centres, gas stations, and restaurants.

- **Ensure that visitors to established destination points in the zone are aware of other tourism opportunities, attractions, and facilities in the immediate area of the destination.**

  Visitors to destination points, such as specific communities, provincial parks and private campgrounds, are seldom aware of the variety of opportunities available in the immediate vicinity of the destination. By linking and integrating existing destination points with other tourism/recreation opportunities in the area, the visitors' tourism opportunities are expanded and the impression of the zone is enhanced. At the same time, tourism expenditures are extended to local attractions, events, and services which may not otherwise benefit from them.

  Increased awareness can be accomplished through the provision of local tourism promotion material, establishment of organized tours from major destination points, self-guided circle tours, or half-day to day trips around Chinook Country originating at specific visitor nodes. A printed guide, associated with each of the tours, should explain points of interest such as local history, farming practices, resource extraction, and natural history of the area.

- **Expand and improve existing tourism/recreation attractions and facilities.**

  The first impressions of visitors to attractions and/or facilities in the zone are very important. They can directly influence the level of visitor satisfaction with the experience and shape the overall perception of the zone. The visitors' first impressions will be used to compare and rank this tourist experience with previous experiences. If the first impression is good, the visitor may be inclined to spend more time in the zone and return in the future. If the first impression is not good, the visitor may spend very little time in the zone and not return. Thus, it is important that Chinook Country tourist/recreation opportunities, attractions, facilities, and services be effectively signed, accessible, properly displayed, operated, and maintained. Specific examples are discussed in Section 1.6.

- **Develop and integrate educational and industrial tours.**

With several notable exceptions, in Kananaskis Country and Lethbridge, there is an overall lack of educational and industrial tours in Chinook Country. The inventories of the zone and the market analysis indicated that there are a number of potential opportunities for additional educational and industrial tours within this zone. New tours should be directed towards interest groups such as senior citizens, university groups, agricultural industry representatives, farmers, as well as foreign government and industry representatives visiting Canada on trade missions.

Market information indicates that, although limited marketing efforts have been directed toward these groups, educational, industrial, and sightseeing bus tours to the zone are increasing annually. Through the provision of a greater number and variety of pre-arranged bus tours and specific marketing promotion directed at the above mentioned interest groups, group tours to Chinook Country could be expanded significantly.

At the present time, there are few educational tours for the visitors to Chinook Country who are not part of an organized group. However, there are several potential opportunities for developing tours which cater to individual tourists in Cardston, Turner Valley, and Lethbridge, as described in Section 1.6. To be viable, however, these tours should be scheduled during the summer months (ie. May to September), and specific dates and times should be advertised.

- **Develop new tourist/recreation attractions and opportunities.**

One method of extending the duration of visits of Albertans to the zone and delaying non-residents passing through the zone is to develop additional tourist/recreation attractions and opportunities which will cater to tourists. Some of the new attractions and opportunities could be associated with circle tours or theme routes, while others could stand alone as significant attractions designed to meet the needs of local residents and tourists alike. When linked with existing tourism/recreation opportunities, the new attractions and opportunities will help to establish Chinook Country

as a major destination point for vacationers. In order for this development concept to be successful in attracting and holding visitors for longer periods of time, the visitors must be made aware of the full range of opportunities, attractions, facilities, and services that are available in the zone, as pointed out earlier. This, in turn, will require effective promotion of the zone, as discussed in Section 1.4.

- **Improve transportation routes, signage, and access to opportunities and attractions in the zone.**

Currently, many visitors to the zone are unaware of points of interest, scenic routes, attractions, and tourist information centres, due to inadequate signage, access problems, and unpaved roads. There is little value in making visitors aware of the great variety and number of tourism/recreation opportunities and attractions in Chinook Country unless there is good access to these areas and the routes are properly signed. Unfortunately, most transportation routes and signage have not been designed with the tourist in mind.

Two scenic routes in the zone with excellent tourism potential, but which receive very little use by tourists, are Highway 22 south of Longview to Highway 3, and secondary road 940 south from Kananaskis Country to Highway 3. If upgraded with points of interest and scenic lookouts with public facilities, these highways could provide visitors passing through the zone with an interesting and scenic alternative route to the Calgary and Banff areas.

At present, the southern entrance to Kananaskis Country for traffic travelling north on Highway 2 is via the junction with Highway 2A near Aldersyde and then north and west on Highway 7. However, there is no signage indicating that the junction with Highway 2A is the southern route to Kananaskis Country. Access to Highway 2A for northbound traffic on Highway 2 is an uncontrolled, unsafe left turn across southbound traffic. The construction of an overpass at this junction would improve access and safety significantly. Signage indicating that this junction is the southern entrance to Kananaskis should result in more tourist traffic travelling to Kananaskis Country along this route.

The Cut Off interpretive viewpoint is located a few kilometres west of Lethbridge on Highway 3. This is an excellent interpretive viewpoint, but its usage is limited as a result of poor signage for east bound traffic; no signage or access for west bound traffic, and no picnic facilities. In order to upgrade this interpretive rest stop and increase the visitor usage of the site, better signage is required for vehicles travelling east or west on Highway 3, access must be provided for westbound traffic (by means of a break in the median dividing the highway), and a picnic area should be provided at the site.

- **Relocate and improve signage to the tourist information centres and train staff of community operated tourist information centres in tourism counselling.**

There are nine Visitor Information Centres located within the study area boundaries, plus an additional six centres nearby. Many of these centres, particularly those operated by the Chinook Country Tourist Association, and local Chambers of Commerce, are either poorly located or not clearly signed. This reflects the fact that information centres are often located at an unused site and/or as a result of political pressure. In addition, these information centres do not receive sufficient consideration from appropriate agencies with reference to signage.

If the visitor information centres are to attract and inform visitors about the tourist zone and serve to attract more visitors, they should be located in very accessible locations. Some basic planning principles should be employed when locating new visitor information centres or relocating existing centres. A visitor centre should be located:

- near a major highway intersection,
- at an area of high visitor traffic,
- with a pleasing view of prominent landscapes or landmarks,
- near the entrance to a town or city (as opposed to the central business district), and
- in an area that allows for rest area facility development.

Signage to inform visitors of the distance to and locations of an upcoming information centre is very important. This will allow visitors to anticipate breaking the trip at the information centre. For information centres located in a central business district, clear signage is needed at all highway entrances to the community, within the community, and at the Information Centre, to ensure that visitors can find the centres.

Persons staffing the information centres should be trained to provide effective tourism counselling about their community and the zone, and should be knowledgeable about the information brochures which they distribute.

- **Increase awareness of the importance of tourism to the service industries.**

The image of the tourist zone is affected directly by the attitude and interest of the service sector personnel. Politeness, courtesy, and a willingness to promote the region must not be understated and should be strongly encouraged.

For example, a training program should be provided by the Chinook Country Tourist Association and Travel Alberta which covers such topics as: new staff orientation; public communication and image; personal health, hygiene and attitude impressions; qualification upgrading; tourism public relations; and facilities, attractions and events of Chinook Country. Such a program could be organized with speakers from the various service establishments in the zone.

An alternative program could provide incentives to the various service sector businesses to improve their hospitality. For example, a "hospitality" program was run in Saskatchewan several years ago. Each participating establishment was issued special name buttons for the staff, and patrons were asked to complete a ballot if they were pleased with the service. At the end of the summer season, the ballots were counted, and the staff of the winning establishments were treated to a special dinner in Regina. They were also presented with an award and staff photograph. A program such as this could help to enhance the image of the tourism service sector in Chinook Country.

1.4 PROMOTION RECOMMENDATIONS

Having identified the marketing objectives and the marketing and development concepts which are designed to achieve the objectives, the promotional strategy necessary to convey this tourism/recreation information to the markets must be developed.

Visitor activities and behaviour patterns indicate that 80 percent of travel decisions are made before the trip and only 10 to 20 percent of travellers make decisions en route. It is also known that many visitors come to Chinook Country to visit friends and relatives, and that the friends and relatives influence travel decisions made prior to the trip. This information indicates that Chinook Country's tourism promotion should be directed at the place of origin of the visitors to the zone, as well as at communities within the zone. Moreover, because over 55 percent of the visitors to Chinook Country are Albertans, it is important to direct this information to the Alberta market.

A two-phased promotional strategy is recommended to market the tourism and recreation opportunities of Chinook Country effectively. The first phase would involve a continuation of the Chinook Country Tourist Association 1983 radio campaign around the theme of "Stay With Us Awhile". The major thrust should be the radio campaign with associated newspaper advertisements. This would reach a wide market and be more cost effective than using the television media. Radio spots could raise questions and provide answers about different areas within the zone and tourism/recreation opportunities available. Associated with this campaign could be buttons, pins, or other mementos given to persons visiting various locations within the zone. A similar concept was successfully introduced by Travel Alberta in their "Stamp Around Alberta" campaign. As part of this campaign, people should be directed to the Chinook Country Tourist Association office in Lethbridge, as well as other Visitor Information Centres for further specific tourism/recreation information about the zone.

Some Calgary radio stations have recreation vehicles that attend events in the Calgary region for Travel Alberta. Thirty-second radio spots are broadcast from the recreation vehicles during weekends in the summer months. The Chinook Country Tourist Association should ensure that events in the zone are well represented in this Travel Alberta Program.

The radio and newspaper campaign would be most cost effective if it focussed on the Chinook Country and Calgary markets. Local promotion should continue to be centred in Lethbridge with utilization of radio and newspapers in other parts of the zone as well. The campaign should be initiated in late April or early May and continued to September.

The second phase of the promotional program would involve the provision of specific information on tourism/recreation opportunities, services, and facilities available in the zone. The type of information, and where it is available, are equally important. The promotional material should be prepared and available to visitors during the period from 24 May to 1 October of each year and in sufficient quantities to provide both tourist association members and tourist information centres in the zone with enough information for all visitors who wish it.

1.5 SUBREGIONS OF THE STUDY AREA

For the purpose of this project, the study area has been divided into four subregions: Lethbridge, Prairie Farmland, Ranchland, and Mountainland (Map 1). The Lethbridge Subregion includes the land within the City of Lethbridge boundaries. The boundaries of the other three subregions are based on ecological regions which reflect soils, climate, and natural vegetation (Strong and Legatt 1981). The ecological regions also correspond closely to land use and settlement patterns and reflect, in many ways, the capability of the land/water base to support various types of tourism and recreational activities. Thus, they provide a logical way to organize this study. The names assigned to these three subregions characterize the predominant land use in the subregion: Prairie Farmland, Ranchland, and Mountainland.

These four subregions have been used to organize the identification of tourist development opportunities, which are presented in Section 1.6. The subregions were also used as the basis for the detailed inventory of historical, community, and regional tourism resources presented in Sections 2.0 to 5.0. Each subregion is described below.

The **Lethbridge** Subregion was identified as a small, but separate, subregion because it offers a wide variety of events, attractions, accommodation, and services in a concentrated area. Within Chinook Country, it is a unique and readily identifiable tourist destination point and stopover area. Lethbridge is the major centre for the agriculture-

related industries of Southern Alberta, with a variety of food processing plants, farm implement dealers, and the Lethbridge Research Station. Lethbridge is also the focal point for cultural and entertainment activities in the region south of Calgary.

The **Prairie Farmland** Subregion is located in the eastern half of the study area. Agriculture is the primary industry of the subregion, and includes both irrigation and dryland farming. Irrigation reservoirs provide the primary opportunity for water-based activities such as boating and swimming. The Bow River and the Oldman River provide recreation opportunities for boating and fishing. Many of the local events or attractions in this subregion have an agricultural theme. In addition, Mormon settlement in the Cardston - Raymond area provides unique historical, cultural, and institutional attractions related to Mormon history and present day religion.

The **Ranchland** Subregion is located between the Prairie Farmland and Mountainland Subregions. In this subregion, the cooler climate, rolling topography, and less productive soils combine to make cattle ranching and horse breeding the favoured agricultural pursuits. Some tourists come to the Ranchland Subregion to visit specialty ranches which are renowned for horse and cattle breeding, equestrian competitions, rodeo stock production, and training for young cowgirls and cowboys. Visitors also come to this area to participate in extensive outdoor recreation activities such as horseback riding, whitewater sports, skiing, and hiking, and to view the beautiful scenery. Many of the tourist attractions in this subregion are related to ranching and history.

The **Mountainland** Subregion includes all of the land in the Green Area, administered by Alberta Energy and Natural Resources, within the study area. With the exception of a narrow strip of land between the Livingstone Hills and Porcupine Hills, the Mountainland Subregion is crown land. There are no communities in this subregion, and services available to visitors, such as fixed roof accommodation, restaurants, and service stations, are limited. This subregion includes Kananaskis Country, which is being developed by the Alberta Government to meet the high demand for outdoor recreation opportunities in the foothills and mountain areas west of Calgary. South of Kananaskis, the mountains, foothills, Porcupine Hills, and Livingstone Hills provide good opportunities for hunting, fishing, and back country recreation.

1.6 TOURISM DEVELOPMENT OPPORTUNITIES

The assessment of the biophysical, historical, community, and regional tourism resources of the study area showed that Chinook Country has a wealth of existing events and attractions for tourists. However, the market analysis showed that most of these could benefit from improved advertising, signage, or access. In addition, the analysis showed that some expansion and upgrading of existing attractions may be possible, and that several new tourism development opportunities exist. Existing tourism opportunities of the study area are presented in Sections 2.0 to 6.0 of this report.

In this section, potential tourism development opportunities are presented for each of the four subregions. Potential tourism opportunities, including new and/or expansion or enhancement of existing tourism opportunities, are presented in descending order of importance from major to minor. Preliminary impacts and order-of-magnitude costs are presented for selected opportunities, and opportunities for linking the attractions of the study area by tours are suggested.

1.6.1 Lethbridge Subregion

- **Develop an Agricultural Interpretive Centre in Lethbridge.**

  An excellent opportunity exists for the development of an agricultural education and interpretive centre in Lethbridge. The historical growth and development of Chinook Country are based primarily upon agriculture. The zone is somewhat unique in comparison to other agricultural areas of the province and North America in that three distinct types of agricultural practices occur: dry land farming, irrigation farming, and ranching. This diversity of agricultural practices has resulted in a diversified agricultural processing industry based in Lethbridge. In addition, the federal agricultural Lethbridge Research Station, which was established in the early 1900's, has an international reputation for high quality research scientists and facilities.

  The increasing demand for tours of the Research Station, agricultural processing industries in Lethbridge and operating farms and ranches in the zone further justifies the need for an agricultural education and interpretive centre. The Research Station, University of Lethbridge, and agriculture-

related processing industries could provide a nucleus of resources to develop such a centre. The centre, in turn, could provide information about the Research Station, as well as the past and future development of the agricultural industry in Alberta. It could also alleviate the pressure on the Research Station to conduct tours, and at the same time serve as a centre for disseminating information about organized tours of agricultural processing industries, farms, and ranches in the zone.

- **Develop a Native Interpretive Centre and Associated Private Sector Opportunities.**

A native interpretive centre should be developed in Lethbridge in association with Fort Whoop-Up and Indian Battle Park. It could be advantageous to have the interpretive centre located near the present site of Fort Whoop-Up. Development, finance, and administration of the interpretive centre should be undertaken by native bands with assistance from the federal government.

As the first inhabitants of Southern Alberta, the Bloods, Blackfoot, and Peigan Indians have a long and colorful history which should be interpreted. The theme of the interpretive centre should be based on native history, culture, and encounters with the early pioneers, from the Indian point of view. Native history, culture, and lifestyle have always sparked the interest of Canadians and Americans; thus, an interpretive facility would be an excellent tourist attraction for these visitors, and help keep them in the zone for a longer period of time. Native tour guides dressed in original native ceremonial costume could provide educational tours at the centre covering such topics as history, culture, and language.

Further private sector opportunities that could be developed in association with the Interpretive Centre include:

- books, brochures, and paintings prepared by native writers, historians, and artists;

- a gift shop that sells souvenirs, arts, and crafts made by native people,

- these items could also be sold at various retail outlets in Lethbridge and other communities within the zone;

- photos of tourists taken with native people in full ceremonial dress; and

- re-enactment of native ceremonies and ritual dances by members of the different bands located in the zone.

- **Develop a N.W.M.P./R.C.M.P. "Exploration Guide".**

The colorful history and presence of the N.W.M.P. in the zone is well documented in the North West Mounted Police Tourism Assessment Study. It provides information on the condition, location, and interpretive value of historic resources in Southern Alberta related to the N.W.M.P. It also indicates the potential for development of an "Exploration Guide" based on N.W.M.P. historic resources. The N.W.M.P. and present day R.C.M.P. have a national and international reputation that could be used to attract both American and Canadian tourists to the zone. Given the increasing numbers of American tourists passing through Lethbridge, the guide would be very popular and may also serve to lengthen the stay of American visitors in Chinook Country.

If the Exploration Guide is successful, a future facility or R.C.M.P. Interpretive Centre in Lethbridge could serve as a focal point for specific automobile tours to Fort Macleod and the 60 identified post sites in the zone. Replicas and signage could be erected at post sites in the zone that have significant historic value.

Numerous other private sector opportunities could be developed in association with a future centre based on the N.W.M.P./R.C.M.P. theme.

Some specific examples of private sector opportunities include:

- brochures and books written by local authors and historians which provide an historical and present day account on the N.W.M.P./R.C.M.P. activities in Southern Alberta;
- a gift shop selling arts, crafts, and souvenirs based on this theme;
- photos taken with tourists dressed in N.W.M.P. uniforms; and
- pageants, displays, and theatrical re-enactments by theatre companies, local service groups, or historical organizations.

- **Develop a Water Slide in Lethbridge.**

The development of a water slide at one of the major highway entrances to Lethbridge would be an excellent major private sector opportunity. Inventory data indicate that there is a shortage of water based recreation in the zone. For example, Park Lake Provincial Park, located near Lethbridge, operates at full capacity every weekend during the summer, and the beach area is frequently overcrowded.

A water slide in Lethbridge would serve to meet water based recreation demands of city and zone residents, and serve as a tourist attraction to the increasing number of American visitors passing through the region. Siting the water slide on the northeast highway entrance to Lethbridge (Highway 2) could take advantage of the natural topography of the coulee system. A site in the river valley near the bridge would also be ideal, as it would fall within the Lethbridge Urban Park commercial zone.

- **Establish a Private Tour Company in Lethbridge.**

The establishment of a commercial tour company, based in Lethbridge, to provide organized tours of the city and Chinook Country, is a very viable business opportunity for the private sector, which could greatly enhance

tourism in the zone through linkage and promotion of existing and new tourism opportunities. Furthermore, it could serve to make visitors more aware of the variety and number of tourism opportunities available in the zone, and extend the duration of their stay in Chinook Country.

The inventory of existing and potential tourism opportunities in the zone indicates that a commercial tour company would have an ample supply of tourism resources upon which to develop viable tours. The potential target markets of a tour company would include:

- professional and industrial groups attending conventions in Lethbridge,
- senior citizen groups from Lethbridge and Calgary,
- high school and university groups from within the province,
- farm groups from across Canada, the United States and abroad, and
- individual resident and non-resident visitors to the zone.

The types of tours offered could include both pre-arranged and regularly scheduled guided bus tours of Lethbridge, other specific locations in the zone, or circle tours within Chinook Country. The tours could encompass themes such as education, agriculture, history, industrial technology, and general sightseeing.

In order to efficiently and cost-effectively promote the tours, the tour company should develop its promotional strategies in co-operation with the Chinook Country Tourist Association and its members, as the end result would be mutually beneficial.

- **Develop the Tourism Potential of the City of Lethbridge Historical Interpretive Master Plan and Associated Private Sector Opportunities.**

The Historical Interpretive Master Plan, completed in November 1983, made recommendations for integrating the historical sites of the Urban Park, as well as for upgrading the interpretation and display of various historical resources. The Galt Museum would be the central node for orientation and interpretation of the Lethbridge historical resources. Other interpretive nodes include the site of the last great Indian battle, the Coalbanks townsite, and the Fort Whoop-Up replica. In addition, the Lethbridge Walking Tour, prepared by Alberta Culture, will be upgraded and integrated with the river valley sites as part of the plan.

However, to realize the full tourism potential of historical resources of Lethbridge, marketing and promotion must be directed toward tour groups, conventions, school and university groups, casual visitors, and people visiting friends and relatives in the region. Programs, tours, and interpretation of the historic sites should be developed with these tourist markets in mind. In addition, major interpretive nodes should be open year round in order to cater to group tours and conventions. During the summer, which is the peak tourist season, the major interpretive nodes should be open during the evenings and weekends in order to accommodate pass through tourists and those visiting friends and relatives in the city.

The development of these historic sites presents opportunities for new private sector tourist services such as:

- preparation of books, brochures, greeting cards, and pictures based on the historical theme of Lethbridge;
- gift shop concessions at the Galt Museum and Fort Whoop-Up;
- restaurants, taverns or small food kiosks with historical name themes and facades, located along the route of the walking tour or adjacent to the major interpretive nodes;

- mini-bus service to link the various historical nodes;

- bicycle and/or moped rentals located near the Galt Museum for visitors who prefer to cycle to the different historical sites; and

- historical signage and motif on commercial buildings located along the walking tour route.

- **Develop Tourism Potential of the City of Lethbridge Urban Parks Project and Associated Private Sector Opportunities**

The implementation of the Urban Parks Master Plan will enhance recreation opportunities in the City of Lethbridge for local and regional residents and tourists. Two of the major goals for the Master Plan are related to improving recreational opportunities in the Oldman River Valley and improving access to the city's urban parks. The Parks will provide for active and passive recreation demand, to be developed for all-season use, provide for low intensity and high intensity activities, and allow for commercial recreation in appropriate locations.

Specific recommendations for improving the recreation facilities within the river valley and at Henderson Lake are made in the Master Plan. Those which will enhance tourism potential of Lethbridge include:

- Henderson Lake - lake cleanup, shoreline improvements
  - concession or park pavillion
  - waterside seating areas
  - miniature golf, adventure playground

- proposed golf course - 18 hole at north end of river valley

- southwest valley - equestrian complex and trails
  - camping
  - canoe launch

Private sector opportunities exist for the ownership, lease or management of the food concessions, miniature golf, and adventure playground recommended for Henderson Lake. Opportunities exist at the proposed golf course for ownership, lease or management of the restaurant/lounge and pro shop. Private management of the proposed equestrian complex and campground are also possible. Furthermore, canoe rentals in the southwest valley and/or Henderson Lake could be viable summer concessions for a local entrepreneur. In the case of canoe rentals on the Oldman River, a designated launch and downstream pull-out would be required. Private sector involvement should be encouraged by the city.

These facilities will expand the variety of recreation opportunities available in Lethbridge which have a tourism orientation. However, implementation of the recommendations of the Master Plan will expand tourism in Lethbridge if they are actively promoted and marketed by the City of Lethbridge, Chinook Country Tourist Association, and Travel Alberta through tourism literature and media presentations, travel shows and information centres.

- **Establish "American Days" as an Annual Event in Lethbridge.**

An excellent method of generating tourism dollars in Lethbridge, further expanding the American tourism market, and keeping tourists in the zone longer is through the establishment of an annual "American Days" celebration in Lethbridge.

The event should be oriented toward the American family, rather than a specific age group, and held each year during July or August which is the peak season for American pass-through traffic. Major events and festivities should be planned over a one to two week period such as baseball tournaments, various contests, presentations of native dancing, N.W.M.P. re-enactments, western style breakfasts/barbecues, and street dances. In addition, the City of Lethbridge and the business community could offer discounts to American tourists on accommodations and food, retail goods and services, and local attractions. Tourist information centres, hotels and restaurants should pass out information about Lethbridge tourist attractions and tours as well as a schedule of American Days events.

The organization and co-ordination of American Days activities and events will require the co-operative efforts of the City of Lethbridge, Chinook Country Tourist Association, and local residents willing to volunteer their time. Promotion of the event should be primarily directed toward the adjacent border states through the co-operation of Travel Alberta, further promotion at travel shows in the United States, signage at U.S./Canada border crossings, and literature sent to U.S. based tour companies.

- **Use Lethbridge Centennial in 1985 as an Opportunity to Promote Tourism in the City and the Zone.**

Announcement of the City of Lethbridge centennial celebration provides an excellent opportunity to promote tourism in Lethbridge and the zone to former residents and their families. Friends and relatives of people living in Lethbridge represent a significant proportion of tourist visitors to Chinook Country. Effective planning and promotion of the centennial celebrations could result in large numbers of people returning to Lethbridge and the zone and significant stimulation of the local and regional economy through tourist expenditures.

In order to maximize the number of visitors and tourism expenditures the City of Lethbridge and the Chinook Country Tourist Association should work together on the planning, promotion and co-ordination of the celebrations. A letter from the Mayor of Lethbridge, extending a homecoming welcome to former residents would be an excellent promotional tool. It would also provide an opportunity to enclose a schedule of festivities and events, as well as tourist literature, which would further serve to draw the people back to the zone. Local promotion to existing residents is strongly advised as they will contact friends and relatives directly and encourage them to return for the celebration. Upon arrival, visitors could be given a centennial information package which contains tourism literature on the city and zone, a schedule of events/festivities, and a centennial souvenir. Provided that the celebration lasts one week or more, visitors should have ample opportunity to tour attractions and facilities in Lethbridge. Those that come by automobile will also have an opportunity to stop and visit other locations in Chinook Country.

- **Establish an Annual River Boat Regatta Between Fort Macleod and Lethbridge.**

An annual regatta from Fort Macleod to Lethbridge could benefit both communities in terms of tourist dollar generation. The regatta should be held during an early summer weekend, possibly in association with a larger annual event. The regatta could be formed around an historical theme such as the closing out of the Whiskey Forts by the N.W.M.P. Costumes of the period, including N.W.M.P. and Indian dress, would add to the interest of the event. The approximately 80 kilometre river trip could be completed in two days by canoe with a barbecue held at the stopover point. Pup tents and sleeping bags would take care of the accommodations for the river trip with private interests providing the facilities and services. Prizes offered for costumes, as well as boat and canoe decoration, would encourage the participants to outdo each other. The event could take on the form of a canoe race down river from Fort Macleod to Indian Battle Park and Fort Whoop-Up, or it could utilize a re-enactment of the last Indian battle to add excitement and interest. Festivities preceeding the event in Fort Macleod and following the event in Lethbridge should be organized around the same major theme. Promotion should be mainly within the province; however, tour brochures to the various provincial and foreign markets should contain reference to the event if it becomes a major attraction.

- **Provide Incentives for Industrial Tours.**

An incentive should be offered to industrial and agricultural establishments that offer tours to tourist groups to help compensate for the disruption of business. For the most part, the major beneficiaries of the tours are the tour operators and tourist service sector. Advertising or tax incentives could be offered to those groups that provide high quality tours of their facilities.

Lethbridge is the major agricultural service centre and food processing centre of Southern Alberta. The City has over 80 industrial plants, almost half of which are related to the agricultural industry, and include plants for:

dairy products, beverages, meat packing, vegetable processing, distilling, and manufacturing agricultural equipment. Most of these plants offer tours to organized groups on request.

- **Expand Promotion of Agricultural Tours and Senior Citizen Tours.**

If a private tour company is not established that caters to non-resident farm groups and senior citizen groups, the City of Lethbridge and the Chinook Country Tourist Association should target more of their marketing efforts and promotion specifically toward these groups. Marketing data and visitor statistics indicate that the number of tours to Chinook Country by these tour groups is increasing annually in spite of the fact that very little tourism promotion has been specifically directed toward these groups.

Further promotion of agricultural and sightseeing tours to farmer organizations in Canada, the United States, and abroad represents an excellent tourism opportunity. In some countries, particularly the United States, the farmer is able to write off a significant portion of the cost of a trip that is agriculture-related on his tax return as a business-related expense. This makes a tour package that includes sightseeing and agricultural tours very appealing and marketable to farm organizations. Lethbridge should continue to function as the focal point of agriculture-related tours in the zone. Tourism attractions in Lethbridge could also be incorporated into the itinerary of the agricultural portion of the package. Promotional efforts for agricultural sightseeing tours should be directed toward domestic and foreign travel agencies, tour companies, and agricultural publications.

Charter bus statistics for Calgary based bus companies indicate that senior citizens represent the largest single user group of charter buses. Seniors use charter buses year round, travelling extensively to Kananaskis Country and the Okotoks - Black Diamond - Turner Valley areas within Chinook Country. Given the variety and number of existing and potential tourist attractions, facilities, and tours in the City of Lethbridge, marketing and promotion efforts of the City and Chinook Country Tourist Association should be directed specificially at senior citizen groups in Calgary and

Lethbridge. A day tour from Calgary to Lethbridge with stops at points of interest in between should be developed. Promotion should be directed toward senior citizen groups and organizations in Calgary and Lethbridge, as well as charter bus companies based in the two cities.

1.6.2 Prairie Farmland Subregion

- **Improve Location and Presentation of the Remington Heritage Collection**

The Remington Heritage Collection of antique carriages, coaches, sleighs, and wagons in Cardston is a world class collection. However, in order to maximize its potential as a major tourist attraction in the Prairie Farmland Subregion, it should be relocated to a more visible and accessible location such as at one of the major highway entrances to Cardston, or on the main street in town, with improved signage for the new facility. In addition, the presentation of the antiques requires improvement. For example, carriages, sleighs, and coaches could be presented in front of a painted facade of the appropriate era.

The times when the collection is open for viewing must be extended to better accommodate group tours and casual visitors. The tourist potential would be maximized by having the collection displayed in a facility which is open during evenings and weekends in the summer and on a pre-arranged basis for organized group tours during the remainder of the year. Financing of the relocation, new facility, and improved presentation could be undertaken by the owner of the collection in conjunction with other private sector individuals, or the Town of Cardston, who would share in the tourism revenues.

- **Develop a Horse Drawn Carriage Tour of Cardston**

In addition to the Remington Heritage Collection, the Town of Cardston has other attractions such as the Courthouse Museum and Cobblestone Manor. These could be integrated with five sites in Cardston that are related to early and present-day Mormon settlement in the area. These include the Alberta Temple, C.O. Card Home, the Union Bank Building, the Ephram

Harken Residence, and the John Woolf Residence. The attractions and historic sites could be interpreted by means of a carriage tour that starts and ends at the site of the Remington Heritage Collection.

Improvements to the Remington Heritage Collection, and provision of a carriage tour could result in American tourists remaining in Cardston overnight. This, in turn, would benefit the hospitality and service industry of the town. However, in order to make the Town of Cardston as attractive as possible to tourists, the visual appearance of the main street, hotels/motels and the campground should be enhanced.

- **Provide Plaques at Sites Related to Mormon Settlement.**

In addition to historic sites in Cardston, there are other sites that are related to historic Mormon settlement that are worthy of interpretation. The Opera House and the Knight Academy in Raymond could be interpreted by historical plaques and promoted in conjunction with the Mormon sites at Cardston.

The Raymond Sugar Beet Factory is now closed; however, the building is still standing and historical interpretation through signage is possible. Alberta Culture would likely provide funding, if approached by the town or other interested groups. It could be included as a site on an agricultural tour or a more general circle tour.

- **Restore Selected Ghost Towns.**

There are 11 ghost towns or abandoned settlements in the study area. Most of these are located in the Prairie Farmland Subregion. These would be interesting sites for visitors to explore. Interpretation by signage at the site and in a tourist brochure describing the history of the community would be interesting to many travellers. There is an opportunity for local service clubs to participate in restoration, historic interpretation and control of theft and vandalism at the ghost town sites.

- **Develop a Day Use Area Near the Fort Benton Trail at the Confluence of St. Mary River and Lee Creek**

  The Fort Benton - Whoop-Up Trail that crossed the river near the present Highway 5 bridge should be interpreted. Throughout history, this has been a significant crossing site of the river. It is still possible to see the old ruts of the bull trains at this site. Other historical features of interest at this site include: an old Indian Camp, an old flour mill foundation, the location of C.O. Card's camp during the Mormon Trek, the first steel bridge in Alberta, and the first long distance telephone line in Alberta. An historical plaque could be erected at this site to interpret all of these features. This site would also provide a good location for a day use area or picnic site. The co-operation of the Blood Indian Band is essential in developing this site since it is located on the Indian Reserve. Promotion of the site would be best handled in material prepared for circle bus tours or self-guided auto tours of the zone.

- **Further Develop Themes Related to Whiskey Forts, Trails, and Stopping Houses.**

  Whiskey forts, trails, and stopping houses played an important role in the early development of the Prairie Farmland Subregion, and further development of this theme could enhance tourism through new attractions, as well as improving the appearance and orientation of existing facilities and services. In addition to interpretation of existing forts and trails, interpretive signage may also be appropriate for Fort Kipp (Highway 3 near Kipp), Blackfoot Trail (where it crossed Highway 23), and the Urch stopping house near Kipp.

  These historical themes could be further developed by encouraging local tourist service facilities such as restaurants, hotels, and gift shops to adopt some of the colorful names. Examples in the Prairie Farmland Subregion include: Fort Slide-Out, Robber's Roost, and Conrad's Post.

- **Provide Incentives to Operators that Sponsor Agricultural Tours.**

  Due to the variety of agricultural practices, processing industries, and the agricultural research undertaken, there is good potential to further increase the number of agricultural-related group tours to the Prairie Farmland Subregion, particularly from the United States. When developing this program, it is important to maintain the interest and co-operation of the farm, ranch, and industrial operators, because tours can be disruptive to daily operations. The major beneficiaries of these tours are the tour operators as well as the businesses that provide tourist services, such as accommodation and meals. Appreciation should be shown to the farm operators who accommodate tour groups. For example, a sign or plaque could be provided to indicate that they participate in this program. Other forms of recognition to the owners could be provided by the tour operators and businesses such as a dinner and/or draw for a trip or merchandise.

- **Recognize the Importance of the Noble Blade in Nobleford.**

  The Noble blade was invented by Charles Noble of Nobleford. This unique blade greatly improved tillage practices on the prairies. The Noble design is still in use today and the Versatile Noble Cultivators Company still manufactures farm implements. A sign describing the importance of the Noble blade could be erected beside Highway 23 at Nobleford. A replica of the original Noble blade is also a possibility. Versatile Noble Cultivators should be encouraged by the Chinook Country Tourist Association to provide tours for agricultural groups visiting the zone.

- **Include Hutterite Colonies in Agricultural Tours.**

  There are 64 Hutterite colonies in Chinook Country. Tours of Hutterite colonies are sometimes available on request, and these could be incorporated into agricultural group tours with the co-operation of the individual colonies. The feasibility of this opportunity should be investigated by contacting Hutterite Colonies that are in good locations to be included on a tour route and determining whether the colony is willing to accommodate such tours.

- **Increase Opportunities for Water Based Recreation.**

  Irrigation reservoirs represent the only large water bodies in the Prairie Farmland Subregion that support water based recreation, and they are over used on summer weekends and, in some cases, are not suited to water based recreation due to large fluctuations in water levels. More water based recreation opportunities are required in order to meet the increasing user demand by zone and Alberta visitors.

  Options worthy of consideration are expansion of existing day use and overnight camping areas in parks operated by Alberta Recreation and Parks, Alberta Environment, and local communities. A second option is the provision of additional shoreline access and further day use and overnight facilities by Alberta Recreation and Parks, Alberta Environment, local communities, or private operators for Chain Lakes, Jensen Reservoir, McGregor Reservoir, and Stafford Lake. Expansion of facilities at these locations should result in increased tourist traffic, particularly Alberta residents from the Calgary area who use these reservoirs on weekends during the summer.

- **Develop an Information Program related to World War II RCAF training schools.**

  The RCAF operated numerous training schools in southern Alberta during World War II that are worthy of interpretation. Many visitors to the area, including former RCAF pilots and personnel, are interested in visiting these sites. The Claresholm airport could be the centre for an information program about the nature and location of pilot training programs, and other training schools in the zone could be part of circle or theme tours. A refurbished World War II training aircraft could be located at the Claresholm airport, along with interpretive signage and a brochure explaining the history and locations of other training sites which could be visited. Such a project could receive funding from sources such as the Canadian Armed Forces, Canadian Historic Sites Branch, or Alberta Culture.

Promotional information on the training schools should be available in tourism literature handed out at Travel Alberta and Chinook Country Tourist Information huts located in the zone.

- **Improve interpretation of Ducks Unlimited Waterfowl Enhancement Projects.**

Ducks Unlimited has developed a number of waterfowl habitat enhancement projects in Chinook Country. Interpretive information is available for one of these, at Stirling Lake. However, the presentation of this information could be improved significantly by preparing a concise brochure outlining the nature and importance of the project. Additional projects could also be interpreted for viewing waterfowl during migration periods. Information concerning interpretation sites of Ducks Unlimited projects should be included in zone tourism literature.

- **Improve signage and access to interesting natural features.**

The Prairie Farmland Subregion has a diversity of interesting natural features, but signage or access to them is either inadequate or non-existent. There are various opportunities for nature interpretation which could be presented through a signage program and included in circle or theme tour literature produced for Chinook Country. For example, the Cut-Off interpretive viewpoint on Highway 3 north of Lethbridge provides an excellent view of the Oldman River Valley. Interpretive information describing the viewpoint is located at this site. However, signage and access to the viewpoint should be improved. Interpretive and directional signage could be incorporated at additional sites including the sand dunes near Carmangay, the Belly River Buttes, and petrified forest located on private property near Stand Off.

1.6.3 Ranchland Subregion

- **Develop Oil and Gas Interpretive Facility in Turner Valley and Associated Private Sector Opportunities.**

Turner Valley is the site of the first oil boom in Alberta, and as a result, there is a large number of existing and potential attractions related to this period in history. The Faculty of Environmental Design at the University of Calgary has prepared a report outlining a concept proposal for the interpretation of the history of oil and gas development in the Turner Valley region. The proposed improvements include: an interpretive centre, restoration of main street buildings, auto tours commencing at the Centre, and a walking tour. Implementation of the concept plan is estimated to cost $1.8 million. The town is now trying to obtain funding to implement the recommendations of the report. Because Turner Valley is located near Calgary, day visitors could be attracted from Calgary, as well as visitors en route to other destinations.

If implementation of the concept plan is successful, it will also provide the opportunity for private sector development of tourist services. Private sector opportunities include:

- gift shop concession at the interpretive centre which sells literature and souvenirs;
- opportunities for local writers, historians and photographers to prepare books, brochures and photographs which portray the historical oil and gas development of the area; and
- change the signage and motif of main street commercial businesses to reflect the oil and gas development theme.

- **Develop Camping Facilities Near the Head Waters of the Oldman and Highwood Rivers.**

  Camp sites and boat launches on the upper reaches of the Oldman and Highwood Rivers would increase usage of the rivers by Alberta visitors who enjoy canoeing, kayaking, and rafting. This would also result in spin off business for food, beverage, and gasoline outlets located in the area.

  Whitewater canoeing and rafting are popular sports on the upper Oldman and Highwood Rivers during the spring and early summer. The Canadian National Whitewater Championships were held on the Highwood River in 1983. However, there are no visitor services at most take-out and launch points along these rivers. The feasibility of acquiring a disposition from the provincial government to lease land for development of a campground by the private sector should be evaluated. If this is not feasible, the Alberta Forest Service or Recreation and Parks should be approached to develop minimal day use and overnight sites at these locations. Promotion of these tourist opportunities should appear in Travel Alberta and Chinook Country tourism literature and maps.

- **Expand Camping Facilities in the Vicinity of Willow Creek.**

  Camping is very popular in the Ranchland Subregion. Campsite occupancy is high in the summer months. In particular, Willow Creek Provincial Park has over 100 percent occupancy on weekends during the summer months. Expansion of this park has been delayed due to the Alberta Government economic restraint program. Nevertheless, there is a need to develop additional camping facilities to meet the high demand, particularly in the scenic southern part of the Ranchland Subregion. If the Alberta Government is unable to meet the demand through expansion of campground and day use facilities at Willow Creek Provincial Park, the private sector should be encouraged to lease crown land for the purpose of campground development. Private campground facilities and services provided should be at least comparable to campgrounds operated by the province. The provision of advance booking for camping and/or seasonal space rental for trailers would further assist a private operator to market his facilities.

- **Develop Ranch Tours.**

The history and present day operation of large cattle ranches and horse breeding ranches provides visitors to this subregion with two types of tourism opportunities. First, the history of the original cattle ranches of the area could be further researched to provide interpretive information for inclusion in self-administered circle tours. Large cattle ranches, such as the Oxley and Glengarry 44 Ranches (near Claresholm), the Flying E Ranch (near Stavely), and the Bar U Ranch (near Pekisko), are notable for their early establishment in the 1880's, their massive land bases, the number of cattle produced, and the early introduction of irrigation systems.

Second, tours of horse ranches should be developed. At the turn of the 20th century, this region became the focal point in Alberta for the breeding of heavy horses such as Percherons, Clydesdales, Belgiums, Shires, and Suffolk Punch. Although the number of heavy horses has declined dramatically since that time, there has been a resurgence in heavy horse breeding over the past 20 years. The subregion is also well known for the breeding of light horses such as Quarter Horses, Arabians, Appoloosas, American Standardbreds, and Thoroughbreds. Many horse breeders belong to horse associations which put on shows during the summer. These shows could be included as part of the itinerary of circle tours or day trips from destination nodes. In addition, horse breeders tend to be promotion minded, and would likely be receptive to pre-arranged group tours of their ranches.

- **Develop Cowboy/Western Theme in High River.**

High River has the highest concentration of cultural and historical attractions in the Ranchland Subregion, including the Museum of the Highwood and the Bronze Boot Art Gallery. The community also hosts three major rodeos annually. One of these, the Little Britches Rodeo, was the original rodeo for youngsters under 16 years of age. High River is a logical focal point for ranch tours, with several related attractions, including Eamor's Saddlery, and western wear stores. High River is also a very attractive looking community, with a distinctive western flavour, because the main street was redeveloped with funding from the Devonian

Foundation. These features, combined with its location near Calgary, make it feasible to further promote and develop the tourist industry of High River and vicinity, based on the cowboy and ranching theme. In particular, additional restaurants, craft stores, and western stores may be possible.

- **Further Develop Themes Related to Whiskey Forts, Trails, and Stopping Houses.**

As indicated for the Prairie Farmland Subregion, themes related to whiskey forts and early trails and stopping houses should be further developed. In the Ranchland Subregion, interpretive signs should be erected for Pine Coulee Fort near Nanton on Highway 2, or McPherson's Post near Okotoks where Highway 2A crosses the Sheep River. There were about 12 stopping houses in the Ranchland Subregion. The colorful names of some of these would be appropriate names for restaurants, motels, or gift shops. Gopher House, Armory House, Hollinger House, and Edith Cal Warren House are some examples. Whiskey forts and stopping houses should be identified in circle tour and theme route literature.

- **Develop Interpretive Information Related to World War II RCAF Training Schools.**

As in the Prairie Farmland, some old RCAF World War II training sites are located in this subregion. The site of the Lancaster Bomber in Nanton is a good location to present interpretive information about World War II and the RCAF training programs.

- **Erect Signage About the Spring Water at Nanton.**

The pure spring water in the Nanton area is being bottled for commercial sale at the Nanton Water Bottling plant. This domestic bottled water is rivaling imported water in Canada and abroad. This is the only water bottling plant in Canada, and should be noted by signage. The organization of tours through the plant would be of interest to the increasing number of tourists who have become familiar with bottled water in recent years; however, tours of this facility have been discontinued due to growth in production, reduction of space, and related safety reasons.

"The Tap", located on Highway 2 in Nanton, provides travellers with a refreshing drink of the spring water. This may be an appropriate location for signage about the nature of the unique spring water bottling industry. Possible funding sources for such a sign could include the Nanton Water Plant itself, or the Nanton Chamber of Commerce.

1.6.4 Mountainland Subregion

- **Improve Access and Facilities in the Green Area, South of Kananaskis Country.**

South of Kananaskis Country, the demand for recreation is not as high, and use patterns are less strictly controlled than in Kananaskis Country itself. This area is crown land; therefore, all developments are initiated by the province and must conform with the Integrated Resource Plan for the area. Access to this area is primarily afforded by secondary road 940, the Forestry Trunk Road, and Highway 22. Upgrading of these routes would allow better access between Kananaskis Country and the Crowsnest Pass, and would allow more visitors to appreciate this beautiful area of the province. Vehicular pull-outs and picnic viewpoints, complete with signage, could be incorporated to provide access to natural areas along the Forestry Trunk Road. The relative merits of upgrading either or both of these routes should be evaluated by Alberta Transportation in conjunction with Travel Alberta.

- **Provide Opportunities for Nature Viewing Along Forestry Trunk Road.**

The Forestry Trunk Road is frequently used by many travellers as a slower scenic route to view nature and wildlife while driving through the subregion. As indicated above, upgrading of the Forestry Trunk Road south of Kananaskis Country would improve accessibility of this area and provide a more direct link between Kananaskis Country and the Crowsnest Pass area. Natural areas along this route, such as Plateau Mountain, should be signed and literature describing the significant features of the area should be available.

1.6.5 Touring Opportunities

Tourist oriented facilities, attractions, and events can be linked together as tours. Tours can provide significant promotional value, and act as secondary attractions themselves. They can also retain visitors in the area for a longer time period, disperse visitors away from the major travel corridors, and improve the understanding of the visitors for attractions in the area.

There are various tour types that can be included in a regional touring program. These are described below.

- **Circle Tours** are oriented to the visitor who is looking for a half-day or full day excursion from a specified destination area point. The concept requires that the origin and final destination points be the same. This is an excellent short stay tour, and it encourages visitors to larger centres to see the surrounding area as well as the specific destination.

- **Destination Tours** encourage the tourist to "stop along the way" between major destination nodes. The tour is specifically oriented to the attractions and facilities along the route between the destination points.

- **Corridor Tours** incorporate a specific corridor into a tour. This tour type relates to existing road corridors (ie: the Red Coat Trail), movement corridors that no longer exist as roads, such as early trails (Fort Benton, Blackfoot), or to rivers.

- **Walking Tours** are possible in the downtown area of communities with a number of closely situated and well linked historical and commercial sites. Walking tours can also include longer hikes, such as along a river system through a community, or along a nature trail.

- **Theme Tours** of historical, natural, agricultural, or industrial attractions provide a special interest oriented experience for the tourist.

Numerous tours are possible within the study area. Five examples of tours are outlined below. For each tour, the tour type, mode, interpretive mode, and suggested itinerary are presented.

1.6.5.1 Historical Settlement and Culture Tour

An historical circle tour, by auto or coach of the area south of Lethbridge could link together the many interesting historical sites of this region. Such a tour could originate in Lethbridge, and last for one to two days, depending upon how much time is spent at each site. Interpretation could be by brochure or cassette tape for private automobiles, or by tour guide for coach tours. A suggested itinerary would include the following:

- Leave point of origin early morning.
- Follow Highway 5 south toward Cardston.
- Describe Mormon culture and history, including significant events and historical sites at Raymond & Magrath.
- Stop at St. Mary Dam and discuss the reasons for Mormon settlement in the area and their accomplishments in irrigation.
- Stop at St. Mary River crossing for interpretation of Bull trains, C.O. Card camp, flour mill, and historical Mormon events.
  - introduce the Blood Indian Reserve, and explain its history, significance, and relationship to Mormon settlement.
- Visit Cardston and the various Mormon related historical events and attractions, including the Alberta Temple, the Card House, and the Court House Museum.
- Visit the Remington Heritage Collection.
- Follow highway 2 north through the Reserve to Stand Off:
  - explain the native peoples' history and accomplishments,
  - visit craft shop and cultural centre, and
  - see native dancing in full costume at cultural centre.
- Follow highway 2 to Fort Macleod:
  - explain the role of NWMP in early settlement and now, and
  - visit NWMP Fort.

- Return to Lethbridge via Highway 3:
  - explain the railroad and coal mining significance of the area,
  - identify the agricultural significance of the area, and
  - identify other tours and attractions to see within the zone and where arrangements can be made for other organized tours.
- Return to point of origin.
- Leave tour map and brochure with tour participants so that they can return to specific areas on their own.

1.6.5.2 Agricultural Innovation Tour

Historical and present day agriculture are important to Chinook Country, and a tour of agricultural sites of interest would be appropriate for a group tour. Such a tour would be appropriate for an organized group, with a guide, and could last one to two days, depending upon the interest of the group.

Agricultural tours can be developed around numerous agricultural events and must consider the specific goals of the individual groups involved. Specific tours of this type are in demand and should be accommodated by private tour operators in co-ordination with the Chinook Country Tourist Association. A suggested tour is as follows:

- Leave point of origin in early morning.
- Visit Lethbridge Research Station or proposed Agricultural Interpretive Centre
- Visit major irrigation oriented farm facility that exhibits innovative techniques.
- Visit major dry land oriented farm facility.
- Visit Nobleford and tour farm implement manufacturing plant. See the original Noble Blade.
- Visit Picture Butte and explain coal history and agricultural role of traditional farm community.
- Visit one of the local Hutterite colonies to see difference between communal and private farm operations.
- Visit a cheese plant, brewery, distillery, etc.
- Return to point of origin.

1.6.5.3 N.W.M.P. Fort Tour

A one-day historical tour, focusing on N.W.M.P. forts in Chinook Country, is possible because two forts have been reconstructed in the zone: Fort Whoop-Up in Lethbridge and the Fort Macleod facility. Such a tour would be possible for individuals travelling by car using brochures and cassette tapes for interpretation or for group tours with a tour guide. A suggested itinerary is as follows:

- Leave point of origin in early morning.
- Describe the history and significance of whiskey forts, N.W.M.P. Forts.
- Visit St. Mary Crossing interpretive site (proposed).
- Visit Fort Whoop-Up at Lethbridge
- Visit Fort Macleod NWMP Fort and see musical ride.
- Explain locations and significance of whiskey forts and N.W.M.P. forts as the tour progresses.
- Describe native involvement and effects on native culture because of the whiskey forts, and subsequent N.W.M.P. involvement.
- Suggest other tours in the zone.
- Return to point of origin.

1.6.5.4 Ranching in the Canadian Southwest Tour

An auto or coach tour of the Ranchlands of Chinook Country would focus on the historical and present day importance of ranching. This tour could take place over one or two days. Brochures, cassette tapes, and interpretive signs would be appropriate interpretive modes for auto tours, while a tour guide would be required for a coach tour. A suggested itinerary is as follows:

- Leave point of origin in early morning.
- Travel via Highway 2 to High River.
- Visit sites in High River such as Museum of the Highwood, Bronze Boot Gallery, and Eamor's Saddlery.
- Describe ranching history and specific large ranches in the zone.
- Stop at a defined large ranch operation along secondary road 540 or 543 for a mini tour.

- Follow Highway 3 to Pincher Creek and explain local significance to the ranching history.
- Follow Highway 22 route toward Calgary via Longview, Black Diamond, Turner Valley, and Priddis Corner. Explain significance of the oil and gas resource in Southern Alberta, and the positive/negative effects on the rancher and the community. Take Highway 22X to south entrance of Calgary.
- Explain the rich ranching history and describe locally significant sites along the way. Stop at Spruce Meadows or other horse ranch for a brief tour and explain the significance of the facility.
- Suggest other tours in the zone.
- Return to point of origin or continue on to destination.

1.6.5.5 Rocky Mountain Scenic & Recreation Tour

Visitors travelling between Lethbridge, Calgary, and Banff could travel along the Forestry Trunk Road and through Kananaskis Provincial Park, as an alternative to following the major highways. Visits to recreation sites, viewpoints, and other attractions along the route could make this a one to two day trip. Such a tour would be a feasible side trip for both bus tours and travellers in automobiles. A suggested itinerary is as follows:

- Leave point of origin in early morning.
- Proceed to Fort Macleod and visit main street and N.W.M.P. Fort museum.
- Proceed to Secondary Road 940 junction via Pincher Creek and Cowley:
  - explain ranchland and parkland significance, and
  - explain significance of Red Coat Trail and Crowsnest Pass.
- Proceed up Forestry Trunk Road (940) through scenic mountain corridor to Kananaskis Provincial Park.
- Explain and locate various recreation, picnic, and scenic viewpoints along the way.
- Describe recreation opportunities available at Kananaskis Provincial Park and within the zone.
- Describe other tours and attractions in the zone.
- Continue to Calgary, Banff, or other destination point.

1.6.6 Preliminary Impacts and Order-of-Magnitude Costs for Selected Opportunities

The tourism development opportunities for the study area discussed in this section are presented in Table 1.1, along with an indication of potential social, economic, and environmental impacts, and an estimate of the order-of-magnitude cost for each suggested opportunity. It is clear that there is a wide range of potential opportunities for developing or expanding tourism in the study area. Preliminary evaluation showed that all of the identified opportunities would have a positive social and economic impact. Although most would have little or no impact on the environment, several of the suggested opportunities may require environmental assessment. The suggested opportunities cover a wide range of cost. Preliminary investigation shows that many alternatives would require some level of public funding; however, in many cases, an agreement may be worked out between public and private funding sources.

Table 1.1 Summary of Preliminary Impacts and Order-of-Magnitude Costs for Selected Tourism Opportunities

Opportunities	Theme	Potential Impacts: Social	Economic	Environmental	Costs	Funding Emphasis
General						
• Radio & newspaper tourism oriented advertising campaign	t	1	2	0	C	Pr/P
• Promotional literature upgrading & development	t	1	1	0	B	Pr/P
• Signage upgrading and re-orientation toward tourists	t	1	2	0	D	P/M
• Road and highway improvement programs	t	2	1	X	X	P
• Touring opportunity upgrading and development	t	1	2	0	B	Pr/P/M
Lethbridge Subregion						
• Agricultural Interpretive Centre Facility and programs	r/h/e	2	2	0	E	Pr/F/P/M
• Native People Interpretive Centre Facility and programs	e/h	2	2	0	D	Pr/F
• N.W.M.P./R.C.M.P. "Exploration Guide"	h/e	1	1	0	B	Pr/F/P
• Water slide facility development	e	2	2	-1	C	Pr
• Private tour company establishment	t	2	2	0	B	Pr
• Lethbridge Historical Interpretive Master Plan	h/e	1	2	1	C	P/M/Pr
• Urban Parks Project tourism development	h/e/n	2	1	-1	X	P/M/Pr
• Establish American Days event	t/e	2	2	0	C	Pr/M/
• Lethbridge 1985 Centennial Tourism Promotion	t/e/h	2	2	0	C	M/Pr/P
• Fort Macleod to Lethbridge river regatta	h/e/t	2	2	-1	C	Pr/M
• Industrial tour incentives	t/e	1	1	0	B	Pr/M
• Agricultural and senior citizen tour expansion and promotion	t/e	2	2	0	C	Pr/P
Prairie Farmland Subregion						
• Remington Heritage Collection location and presentation upgrading	h/e	2	2	X	D	Pr/M
• Horse drawn carriage tour of Cardston	h/e	2	1	0	B	Pr
• Mormon settlement tours	h/e	2	1	0	A	Pr
• Ghost town tours (including some restoration and reconstruction)	h/e	1	1	X	C	Pr/P
• Fort Benton Trail tourist presentation	h/e	1	0	X	C	P
• Agriculture tour incentives program	r/e	2	2	0	B	P/M/Pr
• Noble Blade tourist presentation	h/e	1	1	0	A	Pr/M/P
• Hutterite Colony tours	h/e	2	1	0	A	Pr
• Water based recreation development	t	1	1	X	X	P/M/Pr
• World War II RCAF training schools tourism program	h	1	1	0	B	Pr/M
• Ducks Unlimited waterfowl enhancement tourism programs	n	1	0	X	B	Pr/P
• Natural feature access and signage program	n	1	0	X	B	P
Ranchland Subregion						
• Oil & gas interpretive facility development	r/h/e	1	1	0	D	Pr/P
• Oldman and Highwood Rivers camping facility development	t	2	1	X	D	P/Pr
• Willow Creek Provincial Park expansion	t	1	1	X	E	P
• Ranch tour development	a/e/t	2	1	0	B	P/Pr
• High River cowboy/western theme development	e/h/t	2	2	0	D	Pr/M
• Whiskey Fort tour and theme development	h/e	1	1	X	B	P/Pr
• RCAF training school presentation	h	1	0	0	A	Pr/M
• Hanton water signage program	e	1	0	0	A	Pr/M
Mountainland Subregion						
• Green Area access and facility development south of Kananaskis Country	t	2	X	X	D	P/Pr
• Forestry Trunk Road facility development	t	2	X	X	C	P/Pr

Notes:

Funding Emphasis
- Pr Private
- F Federal
- P Provincial
- M Municipal

Themes
- h historical
- e cultural
- a agricultural
- r resource development
- n nature
- t tourism expansion

Potential Impacts[a]
- 2 significantly positive
- 1 positive
- 0 no impact
- -1 negative
- X unknown

Cost Potential Order-of-Magnitude[b] (thousand dollars)
- A 50
- B 50-99
- C 100-499
- D 500-999
- E 1,000
- X unknown

a) The impact scale represents an overview assessment by the consultants. More detailed impact assessments for each item will be required prior to development.

b) Costs identified represent minimal development as anticipated by the consultants. Actual cost will depend on specific development requirements.

1.7 CONCLUSION

The tourism development opportunities outlined in this section have been based on an analysis of the biophysical, historical, community, and regional resources of the study area, and on evaluation of the tourism market and promotional concepts.

Tourism opportunities which would have the greatest potential for attracting and holding tourists in the zone include:

- develop an Agriculture Interpretive Centre in Lethbridge;
- establish "American Days" as an annual event in Lethbridge in conjunction with a river boat regatta between Fort Macleod and Lethbridge;
- use the Lethbridge Centennial (1985) as a major opportunity to promote tourism in the city and the zone;
- improve location and presentation of Remington Heritage Collection and develop a horse drawn carriage tour of attractions and historic sites in Cardston;
- increase water based recreation opportunities by developing a water slide in Lethbridge and by new day use facilities and appropriate irrigation reservoirs;
- develop tourist-oriented signage program for Chinook Country; and
- expand the destination and circle tour concept throughout the zone to provide opportunities for group tours and auto tours.

These opportunities are based on the inventory and preliminary analysis of tourism resources for part of Chinook Country. The information contained in this report will be integrated with the inventory and analysis prepared previously for the Southeast and Southwest Alberta Tourism Destination Area Studies to provide a comprehensive data base for all of Chinook Country. This will allow the tourism development opportunities identified in this report to be further developed to include all of Chinook Country.

2

2.0 BIOPHYSICAL TOURISM RESOURCES

Biophysical resources provide the basis for understanding and developing many of the tourism opportunities in Chinook Country. Chinook Country spans prairie, foothills, and mountain areas. This physical diversity results in a wide range of floral and faunal communities. It has influenced the historical and current settlement pattern of the region. For the visitor, this has resulted in a diversity of tourism opportunities.

In this section, the biophysical resources of the study area are discussed. General relationships between these resources and human uses are considered. Potential tourism development opportunities are highlighted.

2.1 CLIMATE

The climate of Chinook Country is an important component in planning for and promoting tourism in the area. The length of season controls the types of activities that can be developed, while temperature and precipitation affect the overall quality of the tourism experience.

Summers are generally warm and dry throughout Chinook Country. Winters are cold, but relatively dry due to the rain shadow effect of the mountains. Although winter temperatures are generally well below freezing, a welcome and pleasant occurrence often takes place in the form of chinooks which occur throughout all of Chinook Country. These warm winds can raise temperatures 20 to 30^{o}C in a matter of hours.

Table 2.1 provides a summary of mean daily temperatures and mean monthly precipitation for 5 stations selected to represent the mountain and prairie regions of the Chinook Country tourist zone. Edmonton and Calgary are included for comparative purposes. Temperatures increase and precipitation decreases in a northwest to southeast direction. Lethbridge mean daily temperatures average 2.5^{o}C higher than Kananaskis Research Station and 2.2^{o}C higher than High River. Cardston is slightly cooler (0.5^{o}C) than Lethbridge. Mean daily temperatures are highest in July, ranging from 14.1^{o}C at the Kananaskis Research Station to 18.6^{o}C in Lethbridge. Mean daily temperatures are lowest in January, ranging from -8.6^{o}C in Cardston to -18.1^{o}C at Kananaskis. Lethbridge, which averages 422.7 cm of precipitation per year, has the lowest recorded

Table 2.1 **Mean Daily Temperature and Mean Monthly Precipitation (1951 - 1980) for Selected Stations in the Study Area, Calgary and Edmonton**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Mean Daily Temperature (^{o}C)													
Cardston	-8.4	-4.8	-2.8	4.0	9.9	13.8	17.2	16.1	11.3	6.9	-0.5	-5.1	4.8
Claresholm	-10.2	-5.0	-1.7	4.7	10.1	14.7	17.6	16.3	11.7	7.3	-1.5	-6.5	4.8
High River	-11.1	-6.8	-3.9	2.7	8.5	12.4	15.3	14.3	9.8	5.4	-2.6	-7.2	3.1
Kananaskis Research Station	-10.2	-5.6	-3.8	1.9	7.1	11.1	14.1	13.2	9.2	5.0	- 2.1	- 6.2	2.8
Lethbridge	-10.3	-5.4	-2.1	4.9	11.0	15.4	18.6	17.6	12.7	7.5	-0.8	-5.8	5.3
Calgary Int'l	-11.8	-7.3	-4.0	3.3	9.4	13.5	16.4	15.2	10.6	5.5	-2.7	-7.8	3.4
Edmonton Int'l	-16.5	-11.4	-6.7	3.2	10.1	14.1	15.8	14.8	9.8	4.7	-5.5	-13.1	1.6
Mean Monthly Precipitation (mm)													
Cardston	35.3	28.5	33.6	52.2	68.5	91.5	45.7	56.3	49.8	24.5	27.0	36.8	549.7
Claresholm	28.2	20.0	26.9	47.8	57.8	75.6	38.2	51.9	38.7	18.7	18.1	26.8	448.7
High River	22.2	25.1	24.1	46.3	58.4	92.8	54.0	63.0	40.9	19.1	16.3	26.0	488.2
Kananaskis Research Station	34.5	36.0	39.2	73.9	79.2	99.9	59.9	71.0	57.3	40.5	29.1	36.9	657.4
Lethbridge	23.6	18.9	24.2	42.7	50.8	78.2	43.5	47.1	37.2	17.8	16.8	21.9	422.7
Calgary Int'l	16.2	15.5	16.1	32.6	48.7	89.4	65.4	55.4	38.2	17.6	12.7	16.0	423.8
Edmonton Int'l	24.4	17.6	16.0	20.2	42.2	76.7	91.6	78.2	45.7	15.4	16.7	21.9	466.6

Source: Environment Canada, Atmospheric Environment Service 1982a and 1982b.

precipitation of the selected stations; the Kananaskis Research Station has the highest (657.4 mm). At all stations, June is the month with maximum precipitation.

In comparison to Calgary, the foothills and mountain areas of Chinook Country are cooler and moister, while the prairie is somewhat hotter and drier. In comparison to Edmonton, Chinook Country is warmer and drier, with the exception of Kananaskis, which receives more precipitation.

As was mentioned above and is suggested by the name of the tourist zone, Chinook Country, the climate is moderated during the winter months of December, January, and February by chinook winds. "Chinook" is an Indian word meaning "snow eater". It refers to a warm, dry wind from the southwest or west that may occur in Alberta at any time of the year. The most significant temperature effects are felt during the winter months. While the chinook may bring a welcome relief from cold winter temperatures, it may also disrupt winter outdoor recreation activities such as skiing, snowmobiling, and ice skating. Chinook effects should be considered in the course of planning facilities for such activities. Within Chinook Country, chinooks occur most often in and around Lethbridge. Lethbridge averages 35 days or more during the winter season when these winds raise the daily maximum temperature above 4°C. The average number of days with chinooks decreases in all directions with movement away from Lethbridge. For example, High River averages approximately 30 days with chinooks, while Calgary averages 27 days (Masterton et. al. 1976).

The mean beginning and ending dates of seasons and season lengths for selected communities within Chinook Country are presented in Table 2.2. Edmonton and Calgary are included for comparison purposes. The complete summer outdoor recreation season which includes the spring shoulder and fall shoulder ranges from 150 days in Cardston to 170 days in Milk River. This is about the same as Calgary and slightly shorter than Edmonton. The very long fall shoulder in Edmonton (55 days) contributes to the city's unexpectedly long summer season.

In the study area, the spring shoulder season generally begins during the latter half of May with the exception of Milk River where it begins approximately two weeks earlier. The high summer period begins in late May or early June and ends in the second half of September. The only exception is High River, where the summer period ends in early September. The southeast portion of the study area, including Lethbridge and Milk

Table 2.2 Mean[a] Beginning and Ending Dates of Seasons and Season Lengths for Selected Stations in the Study Area, Calgary and Edmonton

Station	Start of Winter	End of Winter[b]	First Day of Spring Shoulder	First Day of High Summer	Last Day of High Summer	Winter (# Days)	Spring[c] Shoulder (# Days)	High[d] Summer (# Days)	Fall[e] Shoulder (# Days)	Complete Summer (# Days)
Cardston	Oct 18	May 6	May 21	June 1	Sep 18	201	11	110	29	150
Claresholm	Oct 20	May 5	May 20	June 1	Sep 19	198	12	111	30	153
High River	Oct 19	May 5	May 21	June 2	Sep 1	199	13	90	49	152
Lethbridge	Oct 22	Apr 25	May 10	May 19	Sep 22	186	9	127	29	165
Milk River	Oct 25	Apr 23	May 8	May 19	Sep 25	181	11	130	29	170
Vauxhall	Oct 27	Apr 20	May 4	May 20	Sep 24	176	14	129	32	175
Vulcan	Oct 24	May 3	May 18	May 24	Sep 20	192	6	120	33	159
Calgary	Oct 19	May 4	May 19	June 6	Sep 9	198	18	96	39	153
Edmonton	Oct 31	Apr 23	May 8	May 27	Sep 5	175	19	102	55	176

Note: a) These mean dates have been estimated based on long-term meteorological records.

b) There is an approximate two week transition period called Spring Thaw between the end of winter and the first day of Spring Shoulder.

c) Spring Shoulder - following Spring Thaw, the ground is generally dry and temperatures continue to rise. The pattern of characteristic outdoor recreation steadily increases in variety and intensity.

d) High Summer - Mean daily termperature is 18.3°C or greater. Summer land- and water-based activities reach their peak.

e) Fall Shoulder - following High Summer water-based activities have lost their mass appeal. Land-based activities steadily decline until termination with the first snowfall of winter. Hunting, which peaks in autumn, is an exception to this pattern.

Source: Masterton, et. al. 1976.

River, tends to enjoy generally longer summers. Thus, Chinook Country has a relatively long summer season for camping, touring, and other outdoor activities.

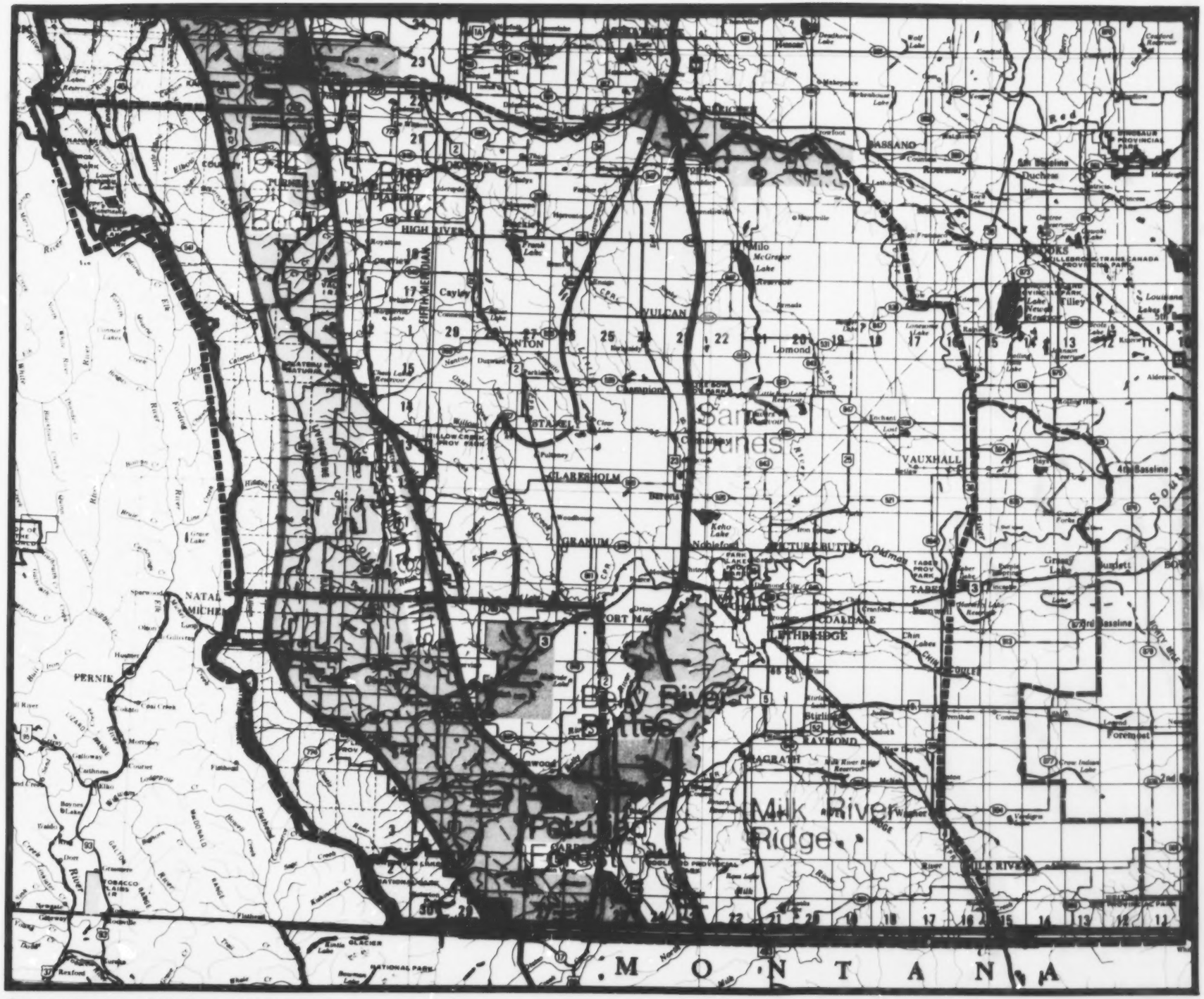
In addition to the warm, dry weather conditions, the eastern part of Chinook Country can boast the highest number of hours of bright sunshine during the months of May to September in all of Canada, with approximately 1,400 hours in Vauxhall. This enhances the attractiveness of the region for summer outdoor activities. As one moves towards the mountains, this drops to 1200 hours in Claresholm and High River (Masterton et. al. 1976).

2.2 GEOLOGY AND LANDFORMS

Chinook Country includes two of the three major physiographic divisions in Alberta (Map 2). The largest of these divisions is the Interior Plains, a region of generally low to moderate relief underlain by nearly flat-lying sedimentary strata. The bedrock of the plains is generally Upper Cretaceous sandstone or shale in horizontal or slightly dipping beds. Younger rocks (Tertiary formation) are found at higher elevations in the Porcupine Hills, but the more recent formations have been eroded away to expose Cretaceous sediments over most of the area (Beaty 1975). The surface features of the plains have been moided by successive glacial advances and retreats.

The Tertiary and Cretaceous strata of the Plains within Chinook Country contain thermal coal deposits, oil and gas fields, and various clay deposits (Alberta Economic Development 1982). Two underground coal mines operated north of Lethbridge until quite recently. Numerous small oil and gas fields are located in Chinook Country, particularly northeast of Lethbridge. This region is not as rich in petroleum reserves as many of the more northern areas of Alberta. Turner Valley, the location of Canada's first oil boom (1914), is located in the northwest corner of the study area. Brick quality clay deposits are located near Lethbridge and in the Foothills.

West of the Interior Plains, the Cordillera region comprises the Foothills and Rocky Mountains. The strata of the Foothills are generally composed of sandstone and shale formations of Jurassic and Cretaceous ages which have been intricately thrust-faulted and folded. These rounded hills have been glaciated numerous times. The Rocky Mountains are composed of carbonate and quartzite formations ranging in age from


BANFF
HIGH RIVER
Cayley
VULCAN
CHAMPION
Lomond
CLARESHOLM
GRANUM
NANTON
STAVELY
VAUXHALL
LETHBRIDGE
COALDALE
TABER
PICTURE BUTTE
FORT MACLEOD
PINCHER CREEK
PERNIK
RAYMOND
STIRLING
MILK RIVER
Milo
McGregor Lake Reservoir
Travers Reservoir
Chain Lakes Reservoir
Waterton Lakes
Crowsnest Pass
Police Outpost Provincial Park
Writing-on-Stone Provincial Park
Dinosaur Provincial Park
Kinbrook Island Provincial Park
Little Bow Provincial Park
Willow Creek Provincial Park
Beauvais Lake Provincial Park
Cypress Hills Provincial Park
Saint Mary River
Belly River
Milk River Ridge
Porcupine Hills
Livingstone Range
Castle Mountains
Foremost
Aldersyde
Kipp
Lethbridge
Medicine Hat
Redcliff
Bow Island
Forty Mile Coulee
Etzikom Coulee
Many Island Lake
Chin Lakes
Verdigris Lakes
Travers Reservoir
Lake Newell
Crawling Valley Provincial Park
Dunmore
Seven Persons
Suffield
Foremost
Orion
Manyberries
Elkwater
Irvine
Bindloss
Walsh
Pakowki Lake
Many Island Lake
Crowfoot
Gleichen
Carseland
Bassano
Duchess
Rosemary
Brooks
Tilley
Rainier
Hilda
Cypress Hills

Precambrian to Triassic. In contrast to the Foothills and Plains, relief in the mountains is great (several thousand metres). Here, large areas have extremely steep slopes so that structural features, particularly layering and bedding, are easily seen (Beaty 1975). The scenic beauty of the Rocky Mountains and Foothills is attractive to visitors and local residents alike.

In terms of mineral wealth, the Foothills contain reserves of sour gas and highly volatile bituminous coal, much of which is of coking quality. Vast reserves of limestone and dolomite are found within the front ranges of the Rocky Mountains (Alberta Economic Development 1982).

Apart from the interesting transition of physiographic regions from east to west across Chinook Country, the region also includes some unique landforms which are the result of glacial advances and recession (see Beaty 1975, for a comprehensive description of southern Alberta landforms). Three such landforms are Milk River Ridge, Porcupine Hills, and the Big Rock (Map 2). The Milk River Ridge rises up 300 m from the Milk River. This is a major drainage divide between the Mississippi River Drainage (Milk River) and the Hudson Bay Drainage (Oldman River). The Milk River drains into the Mississippi by way of the Missouri River; the Oldman River drains into Hudson Bay by way of the Saskatchewan - Nelson drainage system.

The Porcupine Hills located in the west-central part of Chinook Country rise 500 m above the Plains to the east. Although topographically and geographically part of the Foothills region, the Porcupine Hills are underlain by gently dipping beds of sandstone and shale, making them similar to the Plains in fundamental geology. Like the Cypress Hills near Medicine Hat, the southern part of the Porcupine Hills was not glaciated during the last ice age. This area has regionally unique landforms. One of the most striking features is a series of drainageways perched on the east side of the hills. These resulted from a series of runoff channels trapped between the retreating glacier and the hills. The Porcupine Hills are used for many recreation activities: camping, hiking, nature viewing, and hunting.

Another significant landform found in Chinook Country is "The Big Rock", an enormous glacial erratic (45 m x 20 m x 10 m) which was carried by ice from the mountains near Jasper and deposited near Okotoks (Hardy et. al. 1967). It has an estimated weight of 16,329 tonnes, making it one of the largest, if not the largest glacial erratic in North

America (Beaty 1975). The Big Rock is one of virtually thousands of erratics which are found in a 100 km band of irregular width roughly paralleling the Rocky Mountain Front. The Big Rock is advertised in the tourist literature for Chinook Country, and is visited by numerous tourists every year.

Other landforms of interest on the Plains include:

- sand dunes - between Carmangay and Travers Reservoir;
  - southwest of Monarch between the Oldman and Belly Rivers;
- slumping and landslides along the Oldman and St. Mary Rivers in and near Lethbridge;
- coulee development along the Milk, Oldman, and St. Mary Rivers; and
- badland development - Belly River Buttes near Stand Off.

These landforms are unique to the interior plains region, and interpretation of their formation would be interesting to tourists unfamiliar with the landscapes of the plains. All of these landforms are visible from major highways or accessible from secondary roads.

2.3 RIVERS AND LAKES

The Chinook Country tourist zone includes portions of four major drainage basins: Bow River, Oldman River, Milk River Ridge Reservoir - Pakowki Lake, and Milk River (Map 3).

The **Bow River** forms the northern and most of the eastern boundary of Chinook Country. Within the tourist zone, the Bow River sub-basin includes the Kananaskis River, Elbow River, Sheep River, and Highwood River drainages. In the headwaters of the Kananaskis River, two reservoirs and dams have been built to convert the energy of the river into hydroelectric power (Upper and Lower Kananaskis Lakes). Recreation use of these reservoirs is restricted by large fluctuations in water levels. The Bow River and its tributaries, particularly in the headwaters, provide a regional recreation resource for angling, canoeing/kayaking, and sightseeing.

Chinook Country Tourism Destination Area Study

MTB Consultants Ltd.

ICL Interplan, A Division of IEC Beak Consultants Ltd.

Legend:

- Irrigation or Hydroelectric Reservoir
- Major Drainage Basin Boundary
- Subbasin Boundary
- Significant Lakes and Reservoirs

- Chinook Country Boundary
- Study Area Boundary
- Subregional Boundary

Title:

Water Resources

Scale: 1:1,000,000

5 0 10 20 30 Kilometers

5 0 10 20 Miles

North

3

Base map cartography by: Alberta Energy and Natural Resources

Source: Alberta Energy and Natural Resources 1982

The Bow River and its tributaries also provide water supply for Calgary and numerous other small communities. On the prairie, water is diverted to major irrigation districts, such as the Eastern Irrigation District, the Western Irrigation District and the Bow River Irrigation District. The Bow River, within Chinook Country, is a novice canoe route.

The 32 kilometre long McGregor Reservoir is a major irrigation reservoir which is also used for recreation (camping, boating etc.). It is part of a transfer of water from the Bow to the Oldman Basin. Water is diverted from the Bow River to McGregor Reservoir through a 64 kilometre long canal. From McGregor Reservoir the water discharges into Travers Reservoir and into the Little Bow River (MTB 1981).

The **Oldman River** and its tributaries drain most of Chinook Country. Major tributaries of the Oldman River within Chinook Country include: the Little Bow River, St. Mary River, Belly River, and Willow Creek. During the spring and early summer, the upper reaches of the Oldman River offer excellent whitewater rafting and canoeing above Fort Macleod and novice canoeing below Fort Macleod. The upper reaches of the Oldman River and its tributaries are very scenic, including Livingstone Falls and Chain Lakes. The Oldman River and its tributaries are used as municipal supply sources on the plains. In addition, an important use is irrigation by districts including Aetna, Magrath, Raymond, Taber, and Lethbridge - Northern.

Reservoirs have been constructed in the Oldman Basin to assist in providing water for irrigation. Reservoirs in the study area include: Little Bow Reservoir, Travers Reservoir, St. Mary Reservoir, Jensen Reservoir, Park Lake, Tyrrell Lake, Keho Lake, and Chin Lakes. These reservoirs are also used for recreation purposes. Park Lake Provincial Park and Little Bow Provincial Park are located on irrigation reservoirs. Day use areas operated by Alberta Environment, counties or communities are located on many reservoirs or lakes of the Oldman Basin.

The **Milk River Ridge Reservoir - Pakowki Lake** drainage basin is in the driest part of Chinook Country. Milk River Ridge Reservoir, which supplies water to the Raymond Irrigation District, is part of an internal drainage system which includes Crow Indian Lake and Pakowki Lake. There are two day-use recreation areas on the Milk River Ridge Reservoir.

The **Milk River** and North Milk River flow into Alberta from Montana, and continue eastward, eventually flowing into the Missouri River system then the Mississippi to the Gulf of Mexico. The Milk River Valley is very scenic, especially as seen by the many canoeists that paddle down the river during the summer months.

2.4 FISHERIES

Both sport and commercial fishing take place in Chinook Country. Commercial fishing is restricted to the irrigation reservoirs of the tourist zone. The commercially fished reservoirs are Milk River Ridge Reservoir, Keho Lake, Upper Chin Reservoir, Stafford Lake, Little Bow Reservoir, McGregor Lake, St. Mary Reservoir and Travers Reservoir. Lake whitefish is the only species of commercial importance found in abundance in these waters (Longmore and Stenton 1981). This species was introduced into several irrigation reservoirs in the late 1930's, and over the succeeding years a self-reproducing population has been established. Pike and walleye are also fished commercially in the reservoirs, and are believed to have entered most reservoirs through irrigation canals, although some reservoirs are stocked with walleye (Longmore and Stenton 1981).

A wide variety of sport fish species is found in the Bow River and Oldman River sub-basins (Table 2.3). Coldwater species (such as trout and whitefish) are found in the upper reaches, while warm water species, including pike, goldeye, walleye, sauger, and yellow perch, are found in the lower reaches. The Bow River downstream of Calgary is a world-class fishery. However, a portion of the river between Bearspaw Reservoir and Bassano is subject to seasonal closures by Alberta Fish and Wildlife between 1 April and 31 May. In the Milk River Ridge Reservoir - Pakowki Lake Internal Drainage Basin only three sportfish species are abundant: lake whitefish, northern pike, and walleye. In the Milk River sub-basin sportfish are limited to northern pike, sauger, and mountain whitefish.

The Alberta Fish and Wildlife Division of Energy and Natural Resources stocks many of the lakes and reservoirs in Chinook Country with a variety of trout species. The stocked lakes and ponds for angling are: Mount Lorrete Ponds, Kananaskis Lakes, Chain Lakes Reservoir, Chain Lakes Children's Pond, Lehtos Reservoir, Stonehill Lake, Taber Fish and Game Reservoir, McQuillon Reservoir, Tyrrell Lake, Nicholas Sheron Pond, Spring Coulee Ponds, and Magrath Pond (Alberta Energy and Natural Resources, Fish and Wildlife Division 1982b, 1983a) (Map 3). The stocking program varies from year to year.

Table 2.3 Sportfish of the Study Area

Species	Sub-Basins					
	Bow River		Oldman River		Milk River Ridge - Pakowki Lake	Milk River
	Upper[a] Reaches	Lower[b] Reaches	Upper[a] Reaches	Lower[b] Reaches		
Cutthroat Trout	•		•			
Rainbow Trout	•	•	•			
Dolly Varden	•		•			
Mountain Whitefish	•	•	•	•		•
Brook Trout	•		•			
Lake Whitefish		•		•	•	•
Brown Trout		•				
Northern Pike		•		•	•	•
Goldeye		•		•		
Walleye		•		•	•	
Sauger				•		
Yellow Perch		•		•		

Notes: a) The upper reaches include the mountains and foothills
b) the lower reaches include the plains

Sources: Longmore and Stenton 1981; Radford 1975; Alberta Fishing Guide Vol. 13. 1983.

Thus, there is a wide variety of sportfishing opportunities throughout Chinook Country. The tourist zone offers numerous trout fishing opportunities in stocked reservoirs and ponds. However, the sportfishing in the western portion of the tourist zone combined with foothills and mountain scenery appears to be most conducive to fishermen and tourists alike.

2.5 ECOLOGICAL LAND UNITS

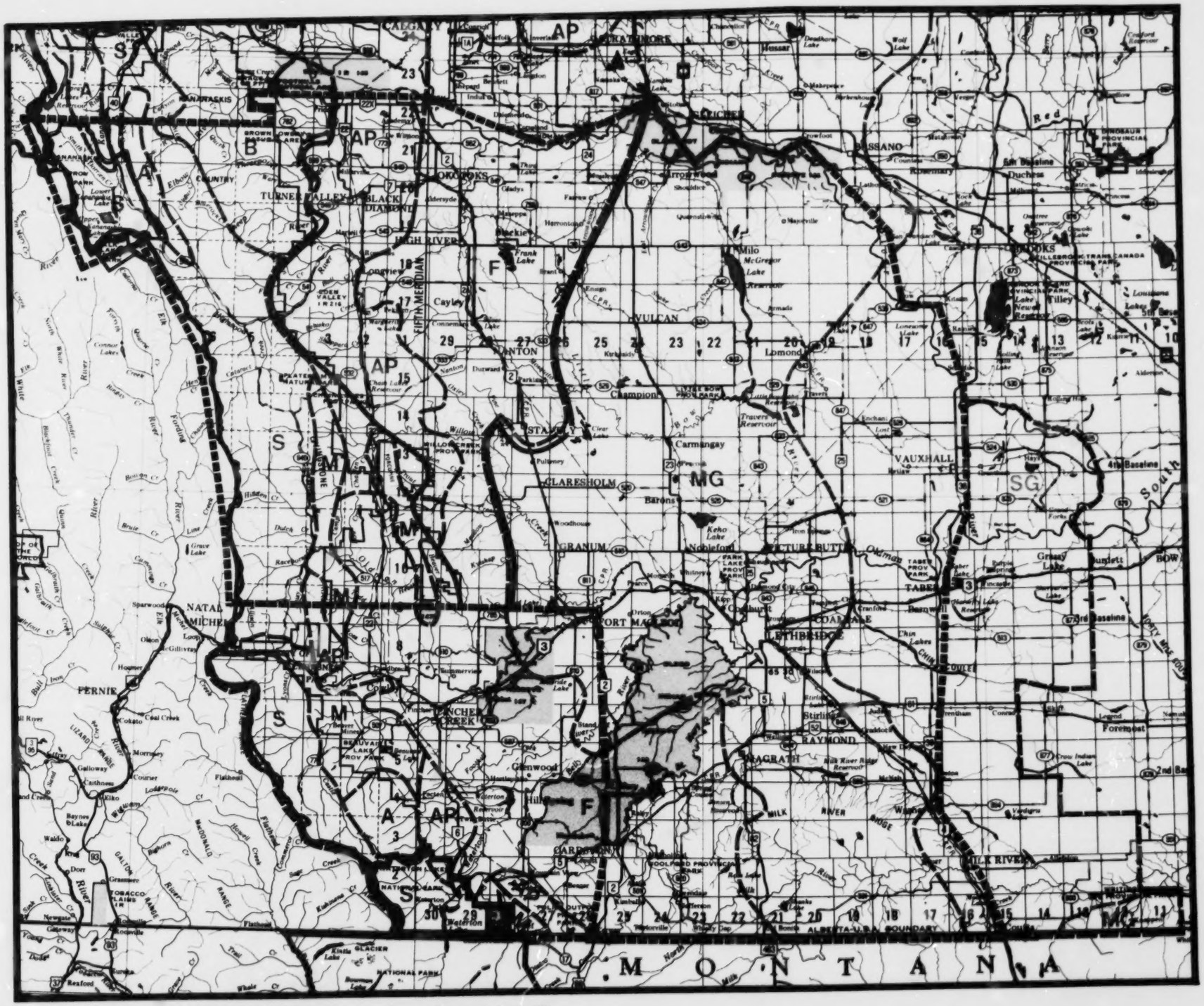
Ecological land classifications are based on natural vegetation, climate, and to a lesser extent, soils. The study area is characterized by eight different ecological land units or ecoregions ranging from Alpine in the west to Short Grass in the east (Map 4) (Strong and Legatt 1981). Because land uses and settlement patterns are so closely related to soils and climate, these ecological land units formed the basis for the subregions used to develop tourism opportunities (Section 1). The ecological categories correspond to the subregions as follows:

- Lethbridge and Prairie Farmland Subregions
  - mixed grass ecoregion
  - shortgrass ecoregion

- Ranchland Subregion
  - fescue grass ecoregion
  - aspen parkland ecoregion

- Mountainland Subregion
  - boreal foothills ecoregion
  - mountain ecoregion
  - subalpine ecoregion
  - alpine ecoregion

The soils and vegetation of these ecoregions are discussed below, based on the work of Strong and Legatt (1981).



Base map cartography by : Alberta Energy and Natural Resources

Source : Strong and Legatt 1981

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Legend:

- SG Short Grass } Prairie Farmland
- MG Mixed Grass }
- F Fescue Grass } Parkland
- AP Aspen Parkland }
- M Montane } Mountainland
- B Boreal Foothills }
- A Alpine }
- S Subalpine }

- Chinook Country Boundary
- Study Area Boundary
- Subregional Boundary

Title:

Ecoregions

Scale: 1:1,000,000

4

The **Alpine** ecoregion occurs above the climatic forest-line in the Rocky Mountains where the contiguous forest stops and isolated islands of trees begin. In the study area, it is situated in the northwestern portion of Kananaskis Country. Vegetation in this ecoregion is sparse due to the harsh environment. However, it does support scattered crustose lichens, low-growing evergreen and deciduous shrub communities, and fescue grasslands with scattered whitebark pine krumholz (trees of very old age dwarfed by harsh winds and temperatures). Soils are poorly developed as a result of the harsh environment.

The **Subalpine** ecoregion is mixed in with the Alpine ecological land unit. This land unit, also situated in Kananaskis Country, is dominated by coniferous forest of lodgepole pine. As is the situation in the Alpine land unit, climate and geomorphic factors do not promote the development of deep, well defined soil profiles in the Subalpine ecological land unit.

The **Montane** ecoregion is situated in proximity to the headwaters of the Oldman River and the Porcupine Hills. Vegetation common to this ecological land unit is open stands of Douglas fir and limber pine, as well as aspen, white spruce, and lodgepole pine. Some grassland vegetation of fescue and oat grass is usually found on steep, south-facing slopes or in areas of coarse textured soils. The soils are moderately well drained and medium textured. Characteristically, topography is steep and rough. Thus, activities such as extensive recreation and grazing are common.

The **Boreal Foothills** ecological land unit is situated in the northwest corner of Chinook Country. Vegetation in this land unit is quite diverse with the presence of aspen, balsam poplar, lodgepole pine and white spruce. The understory vegetation is composed of Labrador tea, roses, wild rye, willows, fireweed, wintergreen, and composite species. Soils are commonly medium textured and moderately well drained.

A strip of the **Aspen Parkland** ecoregion is situated to the east of the Subalpine and Boreal Foothills ecoregions. It is a transition between the boreal forest and grassland environments. Here, the predominant vegetation consists of aspen and some fescue grassland. The fertile Dark Grey and Black Chernozem soils also provide productive agricultural land on which barley, wheat, canola, and oat crops are commonly grown. Beef cattle grazing occurs in the foothills and on rough topography.

The **Fescue Grass** ecoregion occupies a band east of the Aspen Parkland. The dominant vegetation in this ecoregion is rough fescue with secondary quantities of Parry oat grass. June grass, chickweed, sticky geranium, lupines, yellow bean, sage, yarrow, bedstraw, and fleabanes are among the more common herbs found in the Fescue Grass ecological land unit. Small shrub communities are found on north-facing slopes with sufficient moisture. Although the Black Chernozem soils of the Fescue Grassland are shallower and less developed than those of the Aspen Parkland, they have a higher organic content and are, therefore, more productive. This region is used for both grain production and grazing.

The **Mixed Grass** ecoregion, occupying the largest area of Chinook Country, contains mainly grassland vegetation which is dominated by spear grass followed by grama grass and wheat grass. Native forage production occupies about half of the Fescue Grass ecoregion. The Dark Brown Chernozemic soils make this land unit particularly conducive to irrigation and dryland farming with cereal grains being the most common crops produced.

The easternmost strip of Chinook Country falls within the **Short Grass** ecological land unit. Due to the dry climate of this region, grama grass is the predominant vegetation followed by occurrences of spear grass. The Brown Chernozem soils also support such floral vegetation as little club-moss, sageworth, moss flax, and sedges. Sugarbeets, alfalfa, and vegetable crops are important products from irrigated land, although wheat, oats, and barley are important on both irrigated and dry lands in this ecoregion.

The study area is well represented by all but four of the ecoregions found in the entire Province of Alberta. This fact makes Chinook Country unique among other tourist zones in the province. The diversity that characterizes this zone provides a good opportunity for developing the interpretive potential for visitors to the area.

2.6 WILDLIFE

An abundance of wildlife of various species exists in Chinook Country as a result of the varying climate, geology, vegetation, and water resources that are found in different areas of this tourist zone, as described in the previous sections. For the purposes of discussion, wildlife resources are described according to five categories: large

carnivores, ungulates, waterfowl, colonial nesters, and upland game birds. Key wildlife habitats, as identified by the Fish and Wildlife Division of Alberta Energy and Natural Resources, are shown on Map 5. General habitat locations are discussed in the context of the eight ecological land units outlined in the preceeding section. Good areas for wildlife viewing are discussed, and hunting activity in the study area is described.

2.6.1 Large Carnivores

With several exceptions, most of the large carnivores are found in the Alpine, Subalpine, Montane and Boreal Foothills ecoregions of Chinook Country (Map 4). These include the wolf, cougar, lynx, black bear, and grizzly bear. Before the settlement of the prairies, these mammals also inhabited the parkland and grassland areas, but were pushed back into more remote regions by the farmers and ranchers.

The red fox is found in the irrigation districts of Southern Alberta, as well as the parkland and mountain areas. The coyote has been the most adaptable large carnivore to settlement by man. It has also escaped repeated attempts at elimination (Alberta Energy and Natural Resources, Fish and Wildlife Division n.d.c). The coyote is found throughout the entire study area.

2.6.2 Ungulates

In the Alpine and Subalpine regions of Chinook Country there are several key areas for mountain goats, bighorn sheep, elk, mule deer, white-tailed deer, and moose (Alberta Energy and Natural Resources, 1981) (Map 5). Mountain goats are found mainly in the northern end of the Alpine region while bighorn sheep are plentiful in the Alpine and Subalpine regions to the west and south of Chain Lakes Provincial Park. Elk, mule deer, and moose are found throughout these two ecoregions of Chinook Country, while the white-tailed deer tend to inhabit the central portion within these regions (Alberta Energy and Natural Resources, Fish and Wildlife Division n.d.a).

In the Montane and Boreal Foothills ecoregions bighorn sheep are found in the Sheep River Sanctuary west of Turner Valley-Black Diamond. White-tailed deer, mule deer, elk, and moose are common in these ecological land units.

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Legend:

- Moose, Elk, Mule Deer and/or Whitetail Deer
- Mountain Goat
- Waterfowl Nesting and/or Staging
- Pronghorn Antelope
- Bighorn Sheep
- Grouse Dancing Grounds

- Chinook Country Boundary
- Study Area Boundary
- Subregional Boundary

Title:

Key Wildlife Areas

Scale: 1:1,000,000

5 0 10 20 30 Kilometers

5 0 10 20 Miles

North

5

Base map cartography by : Alberta Energy and Natural Resources

Source Generalized from Alberta Energy and Natural Resources 1981

In the Fescue Grass, Mixed Grass, and Short Grass ecoregions, mule deer and white-tailed deer are found in the river valleys. Pronghorn antelope are common in the southern part of the study area near the Milk River (Alberta Energy and Natural Resources, Fish and Wildlife Division n.d.a).

2.6.3 Waterfowl

Waterfowl includes the various species of geese, swans, cranes and ducks. Barrow's goldeneye, a diving duck, is the only waterfowl species which nests in the Subalpine, Montane, and Aspen Parkland ecoregions of Chinook Country (Map 5). The majority of the waterfowl species which can be found nesting in Chinook Country are in Mixed Grass and Short Grass ecological land units. Species which nest most commonly in these land units are the Canada goose and a variety of ducks, including the redhead, lesser scaup, ruddy duck, mallard, pintail, American widgeon, blue-winged teal, green-winged teal, cinnamon teal, shoveler and gadwall. The nesting areas are characteristically ponds and small lakes with emergent vegetation (Alberta Energy and Natural Resources, Fish and Wildlife Division 1976, 1977, 1978).

A number of waterfowl species can also be observed as they migrate through Chinook Country on their way to nesting areas or wintering grounds. Among the waterfowl species migrating through Chinook Country are Ross' goose, snow goose, whistling swan, greater scaup, surf scoter, and the harlequin duck.

In addition to the natural nesting areas, Ducks Unlimited manages a number of wetland areas to improve staging and nesting habitat. Ducks Unlimited and Alberta Fish and Wildlife have selected several projects throughout Alberta to allow people to view examples of the Wetland Habitat Improvement Program. Stirling Lake, located near the Town of Stirling, is the single such project in Chinook Country. The lake is one of the better staging areas for ducks, snow geese, and whistling swans in Southern Alberta. It is also an excellent production area for mallards, pintails, blue-winged teal, shoveler, baldpate, and widgeon. This project is located partially on County and partially on private land. Ducks Unlimited recommends that access permission for viewing should be obtained from the County. Ducks Unlimited will provide background information and maps of the site to any visitors who are interested in the management program (Ducks Unlimited 1983).

2.6.4 Colonial Nesting Birds

A few key areas for the great blue heron are located in Chinook Country (Map 5). These areas are situated in the river valleys of the Aspen Parkland and Fescue Grass ecoregions. One important area for cormorants is found on St. Mary Reservoir. The black crowned night heron can be sighted in the vicinity of Stirling Lake which is located in the Short Grass ecoregion (Alberta Energy and Natural Resources, Fish and Wildlife Division 1981).

2.6.5 Upland Game Birds

The most abundant upland game bird in Chinook Country is the sharp-tailed grouse. Its preferred habitat is brush and aspen groves near grain fields in the Mixed and Short Grass ecoregions (Map 5). A number of "dancing grounds" for the sharp-tailed grouse have been identified by Alberta Energy and Natural Resources (1981). Each spring, the cocks move to a traditional "dancing ground" to perform the breeding ritual to attract the hens for breeding. The dance is unforgettable: the tail is cocked erect and shakes while the bird dances in a circle with wings outstretched. The large purple neck sac is inflated; low cooing and popping sounds are uttered (Alberta Energy and Natural Resources, Fish and Wildlife Division n.d.b).

Pheasants were introduced into Alberta in the early 1900's. Until the 1960's, pheasant populations increased rapidly because early agricultural practices were in harmony with their need for shelter and food. Severe weather conditions, combined with increased agricultural efficiency, have reduced the available habitat, and pheasant populations have declined rapidly in recent years. In an effort to improve pheasant survival, the Fish and Wildlife Division of Alberta Energy and Natural Resources introduced the Pheasant Habitat Improvement Program in the 1970's. More recently, pheasant habitat improvement projects have been initiated through the Alberta Fish and Wildlife "Buck for Wildlife" campaign. In addition, there are thirteen private Class A game bird farms in the study area. Here, game birds, mainly pheasants, are raised for sale. Also, private landowners and 4-H club members raise pheasants for pleasure and for release programs (Brick, personal communication).

The gray (Hungarian) partridge was also introduced to central and southern Alberta from Europe in the early 1900's. It is now well established in the Prairie and Parkland areas.

It is better-suited to Alberta's winters than the pheasant (Alberta Energy and Natural Resources, Fish and Wildlife Division n.d.b).

Other upland game birds found in this tourist zone are the ruffed grouse, blue grouse, and white-tailed ptarmigan which inhabit the Subalpine, Montane and Boreal Foothills ecological land units (Alberta Energy and Natural Resources, Fish and Wildlife Division n.d.b).

2.6.6 Wildlife Viewing

It is possible for visitors to view and photograph wildlife throughout much of Chinook Country. In some cases, it is possible to observe the birds and animals right from the car. In other cases, a hike or walk is necessary.

On the prairie, mule deer and white-tailed deer can be observed in the treed river valleys. Coyotes, which show little fear of humans, are also observed frequently. The high population of pronghorn antelope in the Milk River area means that antelope may be observed when driving through the area on Highways 4, 5, 62 or Secondary Road 501. In spring and fall, migration and staging of many species of waterfowl may be observed on many of the lakes and reservoirs of the region.

In the Foothills, a wider variety of ungulates and some large mammals can be observed. In particular, mule deer, white-tailed deer, elk, and moose are most common in the western portion of the subregion.

The mountains offer good opportunities for wildlife viewing in the study area. Many species can often be viewed from an automobile, as the ungulates, in particular, frequently graze along the cleared roadside right-of-ways. In addition to the species found in the Foothills, mountain goat, bighorn sheep and black bears may be seen. A back country hike is generally most rewarding in terms of wildlife viewing in this area.

2.6.7 Hunting

Chinook Country supports a wide variety of wildlife species. In fact, Chinook Country has the best hunting in all of Alberta in terms of variety (H. Carr, personal communication).

The Porcupine Hills and Kananaskis areas of Chinook Country are best for big game hunting. Wildlife hunted in these areas include: elk, moose, white-tailed deer, mule deer, black bear, wolf, coyote, cougar, and fox, as well as upland game birds and waterfowl.

It has been estimated that at least half of the bighorn sheep taken by hunters in Alberta are from Chinook Country. The Foothills and Kananaskis areas possess a large elk population (H. Carr, personal communication). Mule deer, white-tailed deer, and moose are also abundant. Many hunters from throughout Alberta come to the mountains and foothills of Chinook Country to hunt for big game. Statistics describing the origin of hunters in Chinook Country are not available. It is believed that although some hunters from out of province hunt in Chinook Country, most head further north to more remote areas of Alberta, British Columbia, and the Territories (P. Boxall, personal communication). In the eastern portion of Chinook Country, pronghorn antelope, white-tailed deer, mule deer, coyote, fox, pheasant, Hungarian partridge, sharp-tailed grouse, duck, and geese are hunted.

The Fish and Wildlife Division of Alberta Energy and Natural Resources regulates hunting for big game, carnivores, upland game birds, and waterfowl in the province (Alberta Energy and Natural Resources, Fish and Wildlife Division 1983 b,c). General licenses cover white-tailed deer in all of the study area, except near Calgary, where only bow hunting is allowed. Authorization may be obtained in selected areas of Chinook Country for antlerless white-tailed deer and mule deer, male and antlerless moose, antlerless elk, and fall and spring grizzly bear. In addition, special license draws are held every year. The 1983 draws for Alberta residents and non-residents which affected Chinook Country were as follows:

- special F300 Elk license draw (resident) (south of the study area);
- special non-trophy antelope license draw (resident);
- special trophy antelope license draw (resident and non-resident); and
- special non-trophy sheep license draw (resident).

There are three licensed outfitters located in the study area. Two are located near Claresholm and one near Priddis. In addition, there are numerous hunting guides who will lead parties in the foothills and mountain areas (Alberta Energy and Natural Resources, Fish and Wildlife Division 1982a).

2.7 ECOLOGICAL RESERVES AND NATURAL AREAS

The Government of Alberta has established, and is in the process of evaluating, a number of Ecological Reserves and Natural Areas, under the Wilderness Areas, Ecological Reserves and Natural Areas Act (1981). The purpose of the ecological reserves and natural areas and their status in Chinook Country are outlined below. From a tourism point of view, the ecological reserves are interesting because they represent the natural environment of the region. However, because they have no interpretive facilities, their tourism potential is limited. Natural areas offer a wider range of opportunities from both a recreational and educational perspective.

2.7.1 Ecological Reserves

An Ecological Reserve is defined as an area of land on which resource features are conserved primarily for preservation and scientific research. To achieve representation of the diversity of features that occur within Alberta, ecological reserves are set up systematically based on the natural regions of Alberta. Ecological reserves have limited tourism potential, but would be of interest to naturalists or others dedicated to environmental preservation.

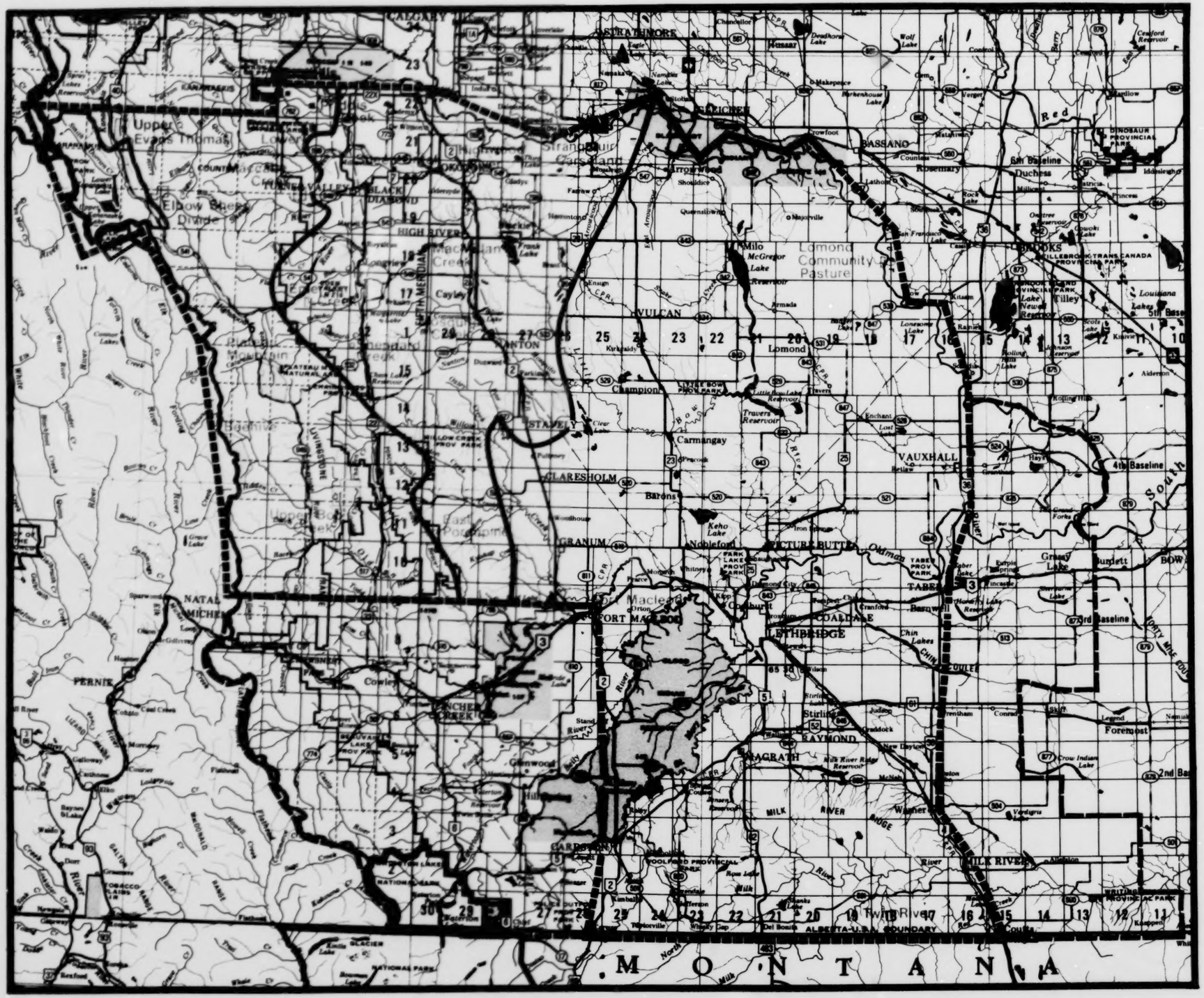
There are three types of Ecological Reserves. Major Ecological Reserves are large sites containing a diversity of the features that occur within the natural region. Supplementary Ecological Reserves contain additional features common to the natural region, but not present within the major ecological reserve for that region. Special Ecological Reserves contain unusual, rare or exceptional features.

Although the Act was passed in 1981, members of the Advisory Committee on Wilderness Areas and Ecological Reserves have been appointed only recently. Thus, at the present time no Ecological Reserves have been officially established. The sites listed in Table 2.4, and shown on Map 6 are eleven potential Ecological Reserves located within Chinook Country. These reserves may or may not become established since ongoing studies may identify either additional sites or sites that are more suitable than these potential sites.

Table 2.4 Potential Ecological Reserves of the Study Area

ENR No.	Name	Description	Current Status
68	Beehive	- an integral watershed unit encompassing the headwaters of the Oldman River - part of the eastern slope of the continental divide and 2 mountain peaks - representative features of the Alpine Tundra and Subalpine Forest Zones - southern mountains	potential major ecological reserve
11	Twin River	- undulating prairie interspersed with alkaline sloughs - transitional area from mixed grassland to foothills grassland	potential special ecological reserve
60	Plateau Mountain	- extensive alpine plateau (2450 m) - first and most extensive examples of patterned ground features in Alberta - ice cave and caves of archeological significance - possible glacial refugium	potential special ecological reserve
33	Lomond Community Pasture	- east facing slopes and flats of Bow River Valley - representative valley feature of mixed grassland - site is small and a more suitable one may (or may not) be found	potential supplementary ecological reserve
417	East Porcupine	- diverse site within the Porcupine Hills - includes wetlands, grasslands and forests - representative feature for foothills grassland and southern montane	potential supplementary ecological reserve
418	Upper Bob's Creek	- creek valley to ridge tops, including a portion of the Whaleback Ridge - a portion of the most extensive occurrence of montane in Alberta	potential supplementary ecological reserve
444	Macabbe Creek	- creek valley to ridge top - representative features of this southern outlier of the main foothills	potential supplementary ecological reserve
445	Upper Evans - Thomas	- alpine bases and extensive, diverse subalpine communities - representative features of alpine and subalpine zones	potential supplementary ecological reserve
447	Elbow - Sheep Divide	- extensive high elevation wetlands - representative of subalpine zone	potential supplementary ecological reserve
454	Sheppard Creek	- low rolling area of wetlands and willow groves - representative of foothills parkland	potential supplementary ecological reserve
367	Emerson Creek	- creek and ridge system - typical southern foothills features	may be reclassified to recreational natural area

Source: L. Allen, personal communication.



Base map cartography by : Alberta Energy and Natural Resources

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Legend:

- Natural Area
- Ecological Reserve
- Chinook Country Boundary
- Study Area Boundary
- Subregional Boundary

Title:

Ecological Reserves and Natural Areas

Scale: 1:1,000,000

5 0 10 20 30 Kilometers

5 0 10 20 Miles

North

6

2.7.2 Natural Areas

A Natural Area is an area of crown land on which features are conserved in a near-natural state for unstructured outdoor recreational and educational purposes. Although there is some overlap in objective with other types of areas such as recreation in provincial parks, these sites are smaller, generally closer to the user group, and have no formal recreational, interpretive, or educational programming by the government.

Two types of Natural Areas have been established. Educational Natural Areas are intended primarily for environmental education activity by schools or other organized groups. Recreational Natural Areas are for general public access for informal and low intensity recreation such as cross-country skiing, bird watching, or nature photography.

Within Chinook Country, there are four recreational natural areas, one potential educational natural area, and three proposed natural areas that will probably be dropped from the program. The sites are listed in Table 2.5 and illustrated on Map 6. The establishment of these sites is an ongoing program and additional sites will probably be added in the future.

Table 2.5 Potential Natural Areas in the Study Area

ENR No.	Name	Description	Current Status
223	Priddis Creek	- high, wooded north/south running ridge - good example of lower foothills forest communities - ease of access and proximity to Calgary	potential educational natural area
346	Carseland	- series of islands on the Bow River - riverine woodlands and shrublands	recreational natural area
351	Strangmuir	- part of the same series of islands as 346 Carseland	
406	Fort Macleod	- former islands and old channels of Oldman River (now dyked to prevent flooding) - extensive narrow-leaved cottonwood stands (a vegetation type restricted in Canada to the river valleys of southwestern Alberta) - within the town of Fort Macleod - receives considerable use by residents of Fort Macleod and as a Girl Guide camp	recreational natural area
350	Highwood River	- a series of islands at the junction of the Bow and Highwood Rivers - for use by boaters (land access difficult)	recreational natural area
369	Brown - Lowery	- developed trail systems - well used by hikers and cross-country skiers	recreational natural area
348	Mosquito Creek	- small and disturbed	probably will be dropped
349	MacMillan Creek	- small disturbed site	probably will be dropped
368	Sheep Creek	- small area formed by gravel deposition on the south shore of the Sheep River	probably will be dropped

Source: L. Allen, personal communication.

3

3.0 HISTORICAL TOURISM RESOURCES

An overview of the prehistory and history of the study area is presented in this section. It is intended to provide the basic background information that will, in future, contribute to an overall tourism development plan for Chinook Country. It is recognized that more in-depth research is required to properly interpret many of the significant historical and archaeological components of the study area.

The prehistoric and historic sites were identified through library and archival research, and are presented according to major themes in this section. Short background statements about each theme are also provided. The tourism development opportunities for the historical resources of the study area were presented, in conjunction with the other tourism development opportunities, in Section 1.0. A list of existing historical interpretive facilities and corresponding themes in the study area is provided in Appendix A.1. A listing of roadside interpretive signs is provided in Appendix A.2.

3.1 PREHISTORIC TOURISM RESOURCES

3.1.1 Introduction

The limited evidence of prehistoric man in the study area dates from about 12,000 years ago. This corresponds with the last retreat of great Laurentide ice sheets. A list of significant prehistoric sites in the study area is included as Appendix A.3.

From this period to the 1880's, large herds of bison, deer, and antelope roamed the prairie. Bison hunting was the principal subsistence activity of the Plains Indians. Stalking bison and communal bison hunts were the usual methods of obtaining meat. The emphasis on bison procurement is clearly evident in Plains archaeological sites.

The seasonal migration of bison herds and the location of specific resources such as vegetables (roots, berries, etc.), stone for tools, stable winter water, and fuel supplies resulted in an annual round of movement by these early people. Large numbers of people (bands) would congregate at certain times of the year to hunt communally. At other times, they would disperse into smaller units, as necessary. This highly mobile pattern assured maximum exploitation of the resources. Often, areas beyond the Plains were

exploited seasonally. These included the mountains, the parkland, and the eastern plateau of British Columbia.

An essential feature of the Plains lifestyle was the tipi, a conical tent made of buffalo skins supported by wooden poles. It was easily transported (even before the horse), energy efficient in winter, and well suited to the mobile settlement pattern. The remains of tipi sites, called tipi rings, are found throughout the Plains of Alberta. These are circles of stones (5 to 7 metres in diameter) used to weigh down tipi covers.

Other types of archaeological rock structures of functional or ceremonial origin are also found on the Plains. These include: cairns, small piles of rock serving as trail markers; caches, traps or ceremonial sites; medicine wheels of ceremonial and/or possibly astronomical/calendric function; and rock alignments, used primarily in bison kills.

Bison kill sites are a notable type of archaeological site. Bison jumps were usually located at small cliffs over which bison would be run. Corrals or pounds were sometimes constructed utilizing natural basins when possible. Often, the animals were simply stampeded into a slough or deep snow drift. At these sites, quantities of bison bone are found, often in association with cutting and chopping tools and projectile points. The archaeological remains of major campsites are sometimes located nearby.

Numerous sites, with evidence of limited occupation, are found throughout the Plains. These include the remains of campsites, workshops, and food processing areas. They often represent the accidental loss or discard of hastily made tools or stone tool waste material.

The environment of the Alberta Plains and the subsistence base had a profound influence on the Plains Indian lifestyle including settlement pattern, mobility, seasonal round of activity, and resource utilization. Numerous examples of the above described campsites and their associated artifacts can be found throughout the Chinook Country Tourist Zone.

3.1.2 Potential Prehistoric Themes

It is difficult to isolate prehistoric themes which pertain to individual geographic or cultural areas of the province. Most themes tend to cross-cut all areas because they are basic to prehistoric subsistence, settlement, and cultural patterns. They are, in essence,

human adaptive and exploitative strategies. Potential themes are discussed below and those areas in which they are most relevant are mentioned.

- **Buffalo.** Dependence on and use of the buffalo is the major theme in the Plains. The bison dominated all aspects of Plains Indian life from subsistence, settlement, and ceremonial activities to domestic life and social behavior.

- **Seasonal Movement.** A seasonal cycle of movement and resource exploitation is a theme that applies to this area of Parkland and Mountains.

- **Communal Hunting.** The use of pounds, surrounds, drives, and jumps for killing game is an important theme in the Plains and, in particular, to Chinook Country.

- **Stone Quarrying.** The use of high quality stone materials for tools is a theme which pertains to the Mountains.

- **Rivers.** Rivers served as a focal point in all areas in terms of travel corridors, resource diversity, and settlement. Examples of this in Chinook Country are the Bow and Oldman River systems.

- **Habitation.** The Plains Indian tipi and remnant tipi rings are a highly visible theme in southern Alberta.

- **Technology.** The making of stone tools and, in particular, time-diagnostic projectile points is a theme pertinent to Chinook Country.

- **Art and Ceremony.** The use of rock etchings, rock painting, and stone figures of ceremonial and, possibly astronomical function, is a theme best demonstrated in the Plains area of Chinook Country.

- **Trade.** Trade in ceremonial objects, ideas and, in particular, exotic lithic (high quality stone) materials can be demonstrated in Chinook Country.

- **Early Man.** The occupation of the province following deglaciation from circa 10,000 to 5,500 B.C. is an archaeologically important theme, as few remains from this early period are known.

Although the study area is extremely rich in prehistoric archaeological sites, the opportunities for tourism development of these are limited by three factors:

- In general, there is little to see at most prehistoric sites in terms of archaeological remains. This can be rectified by excavation of a portion of the site. However, this is extremely expensive and creates a host of site management problems to protect the resource uncovered by the excavation.

- Prehistoric sites tend to be remote in relation to existing travel corridors and access roads. Many are located on private property. This adds to the expense of their development and detracts from their potential in terms of attracting visitors from the main roads to the site.

- Prehistoric sites are particularly sensitive to visitor impact. They require supervision to prevent vandalism. This is costly and can only be justified at a major development.

The study area has a greater than average potential for future interpretation of prehistoric archaeological resources, in terms of site numbers and significance. General signage interpreting prehistoric themes could be developed at convenient locations on the major travel corridors. However, future development cannot take place until additional research is completed. The existing and proposed developments at Writing-On-Stone Provincial Park and Head Smashed-In Buffalo Jump, immediately adjacent to the study area within Chinook Country, are already major prehistoric archaeological interpretive sites.

3.2 HISTORIC RESOURCES

3.2.1 Native History

The Blackfoot confederacy (which included the Blood, Peigan and Blackfoot tribes and alliance with the Sarcees) was the dominant Indian group in the old Canadian North West. The Blackfoot ranged over an area that stretched from the North Saskatchewan River to the Missouri River in the south, and was bounded on the east by the present Alberta-Saskatchewan border and on the west by the Rocky Mountains. Europeans did not penetrate into this territory in any great number until the 1860's.

In 1869-1870, the Blackfoot suffered major setbacks caused by a smallpox epidemic, and the disappearance of buffalo. Thus, the Plains Crees and their allies began encroaching upon Blackfoot territory, and several clashes between the Cree and the various tribes of the Blackfoot confederacy occurred. In 1870, the Crees provoked a battle at Belly River (Lethbridge), now known as the last inter-tribal battle in Canada. In the struggle, the Crees, who outnumbered their enemy, were defeated as the Blackfoot possessed superior weapons. In particular, long-range breech loading rifles had been supplied to the Blackfoot by American traders.

The Canadian Government kept close watch over these clashes, and dispatched a peace keeping force of North West Mounted Police to the area in 1874. The Mounties quickly stopped the sale of weapons and other illicit goods (whiskey) in their attempt to secure law and order to the west. However, the previous years of food shortages, wars and disease, some related to alcohol, had not occurred without toll.

The Blackfoot Chief, Crowfoot, realized the drastic toll which disease and the decline in the buffalo had on his followers; thus, he entered into a treaty arrangement with the Canadian Government, along with the other tribal leaders of the confederacy. One leader, Red Crow, of the Blood tribe, was the first Indian to advocate that an agreement should be made. On 22 September 1877, the Blackfoot confederacy and the Stony Indians signed Treaty No. 7 at Blackfoot Crossing. They surrendered all of southern Alberta, some 130 thousand square kilometres, in return for special reserves of lands, annuity payments, and some agricultural equipment.

The Blood Indian Reserve, which was established as a result of the 1877 treaty, falls within the study area, while the Blackfoot Reserve borders it.

3.2.1.1 Blood Indian Reserve (1885 - Present)

In the fall of 1880, 800 Bloods moved their camp from Fort Macleod to the confluence of the Waterton and Belly Rivers. In 1881, the remainder of the Bloods tribe which had been living in Montana arrived, swelling the encampment's population to 3,300.

To accommodate this large group, the Canadian Government provided the Bloods with this location as a formal reserve on 20 March 1885. It is shown as IR 148 on Map 1. The provision of the reserve was in accordance with the signing of Treaty No. 7 in 1877.

The reserve's boundaries, however, have not gone unquestioned throughout the years. In 1887, a dispute arose as to whether the Mormon settlement of Cardston was situated on the new reserve. A subsequent legal survey settled the dispute in favor of Cardston.

As a means of economic supplement, ranching was introduced in 1894 when two Blood individuals purchased 50 head of cattle for use on the reserve. Within a few years, the cattle industry had become an important source of income, and further reserve land was allocated towards this use.

Another dispute with the Mormons arose in 1899, when Mormon cattle were found grazing on reserve land. As a result, the southern boundary of the reserve was fenced and patrolled.

Today, the Blood reserve encompasses 870 square kilometres, making it the largest Indian Reserve in Canada. At the present, it provides a homeland and means of subsistence for the current reserve population of 5,800 individuals through a mixed economy of farming and ranching. Other external income is achieved through land leases to local non-native farmers.

3.2.1.2 Blackfoot Reserve (1877 - Present)

The Blackfoot chose their reserve along the Bow River centred at the Blackfoot Crossing, an area encompassing about 756 square kilometres. The reserve was settled in 1881 when the tribe returned from Montana where they had followed the last remaining buffalo. The area is indicated on Map 1 as IR 146.

Despite the initial problems of adjustment to a sedentary lifestyle, the Blackfoot made great progress. By 1900, their sources of income included ranching, forage crops, and coal mining. Later, large areas were brought under cultivation. The sale of about one-half of the reserve between 1910 and 1918 made the Blackfoot tribe one of the wealthiest bands in Canada.

Fortunes changed after World War II when income, previously derived from their coal mining activities, was depleted due to the new widespread use of natural gas. The cost of living, coupled with increased population growth, drained their once plentiful excess revenues. As a result, the Blackfoot leased out farm lands in order to secure at least one source of income while studies were undertaken to determine potential income sources.

As a consequence of such studies, the early 1970's brought about the formation of a beef co-operative, the development of a substantial potato growing industry, and plans for a summer resort. Although Anglican and Roman Catholic day schools were established on the reserve as early as 1883, positive steps in their educational future were crystalized with the establishment of an extension of Calgary's Mount Royal College in 1970. Today, the reserve's population of 3,000 can now train in such professions as teaching, nursing and administration, in order that they may retain a secure foundation for future generations.

3.2.2 Whiskey Forts (1869 - 1874)

In 1869, the Canadian Government assumed control of "Rupert's Land" from the Hudson's Bay Company. However, at this time, there was no police force in the Canadian Northwest. Thus, whiskey traders who had been chased out of Montana by the American Army in 1869, set up operations within Canadian territory. At the same time, the Blackfoot moved northward from the United States because prospectors moved into Montana after the discovery of gold. Thus, the environment was established for whiskey

traders to capitalize on the sale of illicit whiskey for buffalo robes and other goods in high demand in eastern Canada.

Between 1869 and 1874, numerous whiskey forts were established by the 200-300 men involved in the trade. Forts were located as far north as Calgary, and were generally situated at the confluence of two rivers or streams to provide a defense barrier from two sides of the fort. All of the illicit forts were situated in close proximity to the "Old North Trail", which tended to follow the plains-mountain interface from the southern U.S. north to the forest area of Alberta.

The most notorious whiskey forts were established within the study area, including Fort Whoop-Up, south of Lethbridge and Spitzee Post, near present day High River. The former was a major supply centre and gathering point for all traders north of Fort Benton, Montana, and Spitzee was built within the area where the Blackfoot tended to set up their winter hunting camps.

Other significant whiskey forts in the study area were:

- **Stand Off** at Waterton and Belly Rivers;
- **Fort Kipp** at the Belly and Oldman Rivers;
- **Fort Slide-Out** on the Belly River between Kipp and Stand Off;
- **Robber's Roost** on the Belly and Oldman Rivers five kilometres from Kipp;
- **Conrad's Outpost** at Little Bow and Oldman Rivers;
- **Pine Coulee** at Pine Coulee south of Nanton; and
- **McPherson's Post** at Okotoks on Sheep River.

In addition to trading whiskey and repeating rifles, the whiskey traders also dealt in the same goods as the Hudson's Bay Company. However, these American traders failed to pay custom duties on their trade goods. This matter, as much as the whiskey traffic, concerned the Canadian authorities. Indian trade at the Hudson's Bay Company posts at Rocky Mountain House and Fort Edmonton declined considerably because liquor was supplied at the whiskey forts.

To stop this illicit whiskey and firearms trade, and at the same time, to protect Canadian interests, the Canadian Government in Ottawa dispatched approximately 150 North West Mounted Police from Fort Garry in Manitoba. These Mounties arrived in 1874, and quickly put an end to the financially lucrative whiskey forts.

None of the original buildings still stand but there are archaeological remains at Spitzee, Fort Whoop-Up, Fort Kipp, and Fort Slide-Out.

3.2.3 Early Trails and Stopping Houses

Prior to the railroad, wagon trails were the only links between the early settlements. Stopping houses played an important part in these trails, and provided primitive accommodation, food, and the other necessities, including feed required for horses. These stopping houses were located at intervals equivalent to about one day of travel. Several of these trails are located in the study area as described below.

- **Fort Benton - Fort Whoop-Up Trail** was a 320 km route used mainly by traders travelling from Fort Benton, Montana to Fort Whoop-Up, near Lethbridge. The bull trains of the I.G. Baker Company brought supplies over this route which generally parallels present-day Highway 4. After 1874, the bull trains went as far north as Fort Macleod, where those goods destined further north were reloaded for the remaining journey.

- **Fort Macleod Trail** initially ran from the Morley Mission, west of Cochrane, to the present location of High River. After 1875, a branch from Calgary joined the trail at High River. From here, the trail tended to parallel present-day Highway 2 to the Oldman Crossing at Fort Macleod.

- **Blackfoot Trail** connected Fort Macleod with Blackfoot Crossing (Bow River at Cluny). The trail passed through the Snake Valley, which is now occupied by McGregor Lake.

- **Fort Walsh Trail** was established by the North West Mounted Police. It connected their main detachment post at Fort Macleod with Fort Walsh in the Cypress Hills.

A number of the original stopping houses still exist, while some have archaeological remains. The stopping houses are listed below, with a description of the present status, only if the building is still standing or if there are archaeological remains.

- The **Smith and French** house, built in 1879 at present High River, was the first stopping house built in the study area. The three-room cabin requires some repair. It has been moved to the Highwood Museum for restoration by the municipality.

- The **Jasper "Buck" Smith** stopping house was constructed in 1888 in the same vicinity. An earlier one built in 1884 is now the site of the United Church in High River.

- The **Cameron** house was located on the east side of Macleod Trail at Okotoks.

- The **Millar** house was located at Millarville on Sheep Creek. There may still be some archaeological remains at this site.

- **McMillan** house, also called Gopher House, was located on Sheep Creek.

- The **Henry Kountz** house was located at the point on Willow Creek known as the Leavings. The original Kountz house is now located on the Drift Willow Ranch.

- The **Henry Johnson** house was located on Beaver Creek at Stavely.

- The **William Brown** house was located in the Snake Valley, three kilometres east of Queenstown.

- The **Armery** house was located at the present site of Stavely. This house was in use until 1938.

- The **Hollinger** house, on Mosquito Creek, is now owned by the Powder River Cattle Company. It also served as a North West Mounted Police post.

- The **Edith Cal Warren** house was located at the mouth of the Little Bow River.

- The **Wilford** house was at the present site of Stavely.

- The **Urch** house, located on the Oldman River close to Fort Kipp, was built in 1886 near the Urch ferry crossing. It represented the half-way point between Fort Macleod and Lethbridge. The very dilapitated house and other buildings still stand on private property near Monarch.

3.2.4 The North West Mounted Police (1874 - Present)

Two major factors in the formation of the North West Mounted Police were the demoralization of the Indians by the Montana whiskey traders and the susceptibility of the Canadian northwest to American influence. The American traders failed to pay customs duties on their trade goods, thus placing unfair competition on the established Canadian operation.

Thus, in 1874, 150 Mounted Police arrived at Fort Macleod after a two-month trek from the Red River settlement of Fort Garry, Manitoba. Within a year, the force was well established, and the whiskey trade all but halted. The Mounted Police gained the respect of the Indian people, which did much to facilitate the peaceful settlement of the west. The first mandate of the force was to establish regional control by conducting regular mounted patrols. After this, the force turned its attention to typical frontier crimes that ranged normally from cattle thievery to murder.

The Mounted Police performed other duties as well, such as providing postal service and justice administration. In addition, the presence of the North West Mounted Police prevented strife between the incoming white settlers and the Indians, which had characterized the American West.

Few North West Mounted Police posts remain today because many early Mounted Police tended to rent accommodation and many of their seasonal posts were comprised of tents. Most of those posts which still exist are on private property. A list of North West Mounted Police posts is provided in Appendix A.4.

Travel Alberta recently completed an evaluation of the tourist potential of Mounted Police posts in southern Alberta which should be consulted for further historical analysis of the North West Mounted Police (Interdisciplinary Systems Ltd. and Aresco 1983).

3.2.5 Coal Mining and the Development of Lethbridge (1874 - Present)

The first coal mine in Alberta was developed by Nicholas Sheran, who was born in New York, and came to the American west following the Civil War. From Fort Benton, he travelled into Canada in 1870 with trader John Healy, one of the instigators of the Fort Whoop-Up Whiskey trading post. Sheran discovered coal on the banks of the Belly River, and immediately set to work to develop his find. Recent studies indicate that Sheran's main intent in entering Southern Alberta was to set up and operate a ferry. First, he set up the ferry near Fort Whoop-Up in the summer of 1874, and grubbed coal from a nearby 18 inch seam in his spare time. Later, he moved to a place down river called Coal Banks, where a five-foot seam was exposed. He quarried coal from the exposed seam until 1881, when he opened an entry or drift. His first and best customers were the North West Mounted Police.

The other early coal mining area of southern Alberta was the Crowsnest Pass. While this area is outside of the present study area, it is within Chinook Country. Interpretation of the coal mining theme at Crowsnest Pass is presently being developed by Alberta Culture.

The settlement at Coal Banks did not boom until the North Western Coal and Navigation Company, headed by Sir Alexander Tilloch Galt and his son, Elliott, started the first large-scale coal mining operations at Coal Banks in 1882, the site of the present-day City of Lethbridge.

In the early days of coal mining, three river steamers were used by the Galts to transport the coal on twenty barges to Medicine Hat, the nearest railhead. River transportation was only used for a few trips in 1883-1884. The company updated its transportation systems in 1885 through the construction of a narrow gauge railroad to Dunmore on the C.P.R. mainline. The rail connection was the major impetus to the settlement of Lethbridge.

By October 1885, Lethbridge boasted over 60 buildings, including six stores, five hotels with saloons, four billiard rooms, two barbershops, and a livery stable. Unlike many other Alberta urban centres, many of these early buildings remain; in fact, most of the original business district is intact. Alberta Culture has published a brochure which provides a walking tour of Lethbridge, incorporating a majority of the significant sites of the downtown area. These are described below.

- The **Fritz Sick Brewery** began operations in 1901 as the Alberta Brewery. Within thirteen years, its annual production expanded from 3,000 barrels to 100,000 barrels.

- The **Castle Hotel,** one of the downtown hotels, opened for business in September 1909, and was considered to be a "first class hotel in every way". It attracted a steady clientele of salesmen and businessmen. It is now a boarding house.

- The buildings within **Chinatown** include the Chinese Free Masons building, the Bow Ontong Co., (or Good Health Medicine Store), and the Chinese language school (formerly the National League Building). These buildings are especially significant, not only for their architecture, but because the Chinese represent the oldest non-European sector of the City's population.

- **Fire Hall No. 1,** originally built in 1891, was rebuilt in 1908. It was known locally as the Municipal Public Building because it housed the Mayor's office, City Council Chambers, city engineer and waterworks office, police quarters, male and female jail wards, and fire department facilities.

- The **Bentley Block,** which was completed in 1905, was named for the pioneer merchant and leading citizen who operated his first store from a tent. The building was the first three-storey business block in Lethbridge, and all three floors were used by the Bentley Company.

- The **Lethbridge Train Station** was built in 1905 when Lethbridge was made a divisional point. It housed both the Alberta Railway and Irrigation Company and the CPR, until the latter assumed control of the former in 1912.

- **Southern Alberta Art Gallery** opened as the Lethbridge Public Library in 1922. A grant from the Carnegie Foundation for its construction was accepted in 1911.

- The **Sherlock Block** was initially three stories in 1909 when it was designed by Ernest E. Carver, a prominent Lethbridge architect. It acquired "sky scraper" status when two stories were added in 1911. The most prestigious block in Lethbridge, it contained originally five stores and ninety-six offices. In 1982, the Sherlock Block was demolished to allow construction of a more modern structure.

- The **Lethbridge Post Office**, built in late 1912, is particularly noteworthy for its "Edwardian Classicism" architecture. Some materials for its construction were imported from England and Europe.

Other heritage buildings in Lethbridge which were products of the pioneer settlement and real estate boom prior to the First World War, were the Acadia Building (1912), the Burns Block (1911), the Hick-Sehl Building (1912), Father Van Tighem Rectory, Mewburn Residence, Wing Lee Company, Hardie Residence, Bowman Arts Centre (1912), Lethbridge Immigration Hall, the Pemmican Club (originally designed to be a kindergarten) (1907), the Lethbridge Experimental Farm, the Old Begin Block (1906), Whitney Block (1906-7), Livery Stable (1900), Alec Arms Hotel (1909), the Union Bank Building (1909), and the residence of C.A. Magrath, the land commissioner of the Galt interests.

An historical interpretive master plan is currently being prepared by the City of Lethbridge as part of the Urban Parks Project. The plan will integrate the interpretation of historical and archaeological sites in the river valley and in the City core. The **Sir Alexander Galt Museum** will be the focus of the interpretive program. This museum, a provincial heritage site, was originally built as a hospital and opened to the public by Sir Wilfred Laurier on 1 September 1910. The Galt family and the Lethbridge City Council shared equally in the cost of the structure. Some other sites in the river valley which will be integrated as a result of this master plan include:

- **Fort Whoop-Up**, a replica of a whiskey post and later NWMP post (which was originally located ten kilometres south of Lethbridge, beside the Oldman River);

- the **Indian Battle Park**, site of the 1870 clash between the Crees and Blackfoot;

- the **Nicholas Sheran Mine**, the first coal mine discovered in Lethbridge, which led to the initial settlement of "Coal Banks" and later, Lethbridge;

- **Stafford House**, the home of William Stafford, who originated in Nova Scotia, and operated a coal mine across the river from Sheran's mine with the Galt family;

- the **Galt Minesite**; and

- the **High Level Bridge**, which represents a monumental engineering feat (Section 3.2.6).

3.2.6 Early Railroads (1882 - 1912)

The Canadian Pacific Railway played an important part in the development of Southern Alberta. The railway reached Calgary in 1883, and by 1891, trackage was extended from Calgary south through High River and Claresholm, to a point west of Fort Macleod. In 1897-98, the Crowsnest Line was constructed to join Fort Macleod and Lethbridge, completing the north-south connection.

By 1907, however, the bridges and trestles of the trackage between Fort Macleod and Lethbridge had fallen into disrepair, and the cost of repair dictated that a better route be found. A new route was found, but it required a major bridge over the Oldman River in Lethbridge. Construction commenced in 1908 with 100 men and an enormous steam-powered crane which weighed 323,636 kg and stood 18 m high. The Canadian Pacific High Level Bridge was completed in 1909. The bridge, taking 10 months to build, is the highest and longest steel trestle bridge in the world, measuring 1624 m long and stands 96 m above the waterbed. The bridge, officially opened on 1 November 1909, is still used today. It is a landmark in Lethbridge, still amazing visitors today.

The construction of the High Level Bridge, however, tends to overshadow the fact that Lethbridge had rail service from the east by 1885. This line, built by the Alberta

Railway and Coal Company, a subsidiary of the North Western Coal and Navigation Company Limited (formed by Alexander and Elliott T. Galt in 1882), was a narrow gauge railway from Dunmore, 12 km east of Medicine Hat to the coal mines of Lethbridge. The Galts also constructed a narrow gauge line from Lethbridge to the United States border at Coutts. The American firm, the Great Falls and Canada Railroads, had laid track from Great Falls to the border. Ten years later, the Galt company built a narrow gauge track from Stirling to Cardston, which required the construction of several high wooden trestles. In all, the Galt system consisted of 592 kilometres of narrow gauge track, which was acquired by the Canadian Pacific Railway in 1912, when it purchased the Alberta Railway and Irrigation Company. Following this, the track was converted to standard gauge by Canadian Pacific. Railway stations exist in Lethbridge and in smaller centres throughout southern Alberta, such as Nanton, Claresholm, and High River.

3.2.7 Ranching (1880 - Present)

Large scale ranching operations commenced in the 1880's, as a result of the generous lease policy formulated by the Canadian Government in 1881. At this time, grazing leases up to 40,000 hectares were offered for twenty-one years at less than one cent per hectare. As a result, British and Eastern Canadian financiers invested in ranching enterprises. The most notable of these investors were from Montreal, and included Sir Alexander Galt, Sir Hugh Allan, and Andrew Allan.

By 1884, two-thirds of all the grazing land was controlled by ten companies. The four largest ranches encompassed one-half of the total grazing area. These were the Cochrane Ranche Company (just outside the study area), the Walrond Ranch Company, the Oxley Ranch Company, and the North West Cattle Company (Bar U). Cattle ranching at the time was a lucrative business, since the British market was largely supplied with beef from the Canadian west.

With respect to these ranches, the following comments should be considered in assessing the tourism opportunities:

- The **Bar U Ranch** was established when the first cattle arrived from Chicago and Idaho on 25 September 1882. The ranch was located at Spitzee Crossing (Highwood River, Pekisko) near the Old Spitzee trading post. The company was called the North West Cattle Company. It was formed and managed by

Fred Stimson, while its financial backers were Sir Hugh and Andrew Allan of Montreal. The cattle on the ranch numbered 30,000 and the Bar U brand was the best known in Canada. Several well-kept log buildings are still on site.

- The **Oxley Ranch** operations, owned by the Dominion Livestock Company, which was formed in March 1882 by J.R. Craig, had British financial backing. The firm had two 40,000 hectare leases between the Little Bow and Porcupine Hills at Claresholm. In 1883, the ranch headquarters were established near the Leavings stopping house on Willow Creek. The remaining buildings on the site date to 1890. The ranch was abandoned in 1934, but a modest log ranch house, bunkhouse, and a stone-lined well remain today.

- The **Flying E Ranch** began as the Victor Ranch in 1886. In 1891, George Lane, former foreman at the Bar U, bought the Victor Ranch and its 40,000 hectare lease near Stavely. In 1894, the ranch became part of the Willow Creek Cattle Company. Early experiments with irrigation were conducted here. The original log house, which dates to 1886, and several other buildings are still standing. Thus, this site offers potential for tourism development.

- The **Glengarry "44" Ranch** was established near Claresholm in 1885 by A.B. MacDonald who brought 1,200 cattle from Montana. During the winter of 1886-7, 600 head were lost. In 1889, the 21,000 hectare ranch was bought by former railroad contractors MacKenzie and Mann. During the 1890's, they established an irrigation system which drew water from Trout Creek. Eventually, this ranch was purchased by Pat Burns. The ranch includes a two-storey gable-roof house, a cookhouse (which may date to 1886), a cow barn, and a horse barn.

Other ranches worthy of field investigation are listed below.

- The **Walrond Ranch** was established by Sir John Walrond on a 400 hectare lease about 30 km north of Lundbreck. This ranch is now a grazing co-operative.

- The **Quorn Ranch** was located directly south of Calgary.

- The **EP Ranch**, near High River, which was formerly owned by the late Prince of Wales.

- The **OH Ranch**, established in 1883 near High River.

- The **Round T Ranch**, also near High River.

- The **Knight Ranch**, established by Jesse Knight in 1901, and originally consisting of 103,600 hectares. Today, this ranch operates on 36,000 hectares, south of Raymond.

- The **McIntyre Ranch**, established in 1894 south of Magrath. This ranch boasts 23,000 hectares and originally bred cattle of mixed variety. Since 1917, herefords have been the sole breed on the McIntyre Ranch. In fact, the last commercial cow to be brought onto the ranch occurred in 1917, and the last pure bred female was purchased in 1932. Government of Canada Agriculture Research personnel consider this ranch to be the largest area of native grassland existing in its natural state in North America.

3.2.8 Farming (1883 - Present)

With the completion of the Canadian Pacific Railway to Calgary in 1883, and the later development of branch lines to the south, homesteaders arrived in ever increasing numbers. Almost immediately, the "sod busters" came into conflict with the ranchers over land use. The situation was volatile and remained so until the late 1800's. A decline in the influence of the cattle barons occurred and coincided with the reduction in size of their ranches. By 1903, southern Alberta was described as a mixed farming region by government officials.

The early tendency (prior to 1891) for ranching to prevail in southern Alberta, while farming predominated further to the north, was based on reports of the 1858 Palliser Expedition. Palliser stated that the climate of southern Alberta and Saskatchewan was too arid for agriculture. But, with irrigation commencing on a major scale in 1890, the

problem was solved in many areas. Moreover, throughout southern Alberta, experimentation with dryland farming techniques proved that agriculture could thrive under arid conditions.

In 1901, the Canadian Northwest Irrigation Company engaged farmer William H. Fairfield to operate a "model farm" to demonstrate good irrigation and farming practices to settlers and potential land buyers. Fairfield quickly gained the respect of the Canadian farming community by his advancements such as in the production of alfalfa. At that time, local soils would not produce alfalfa, a valuable livestock feed to the developing south. Thus, he imported a few pounds of soil from an alfalfa field in Wyoming, and scattered it on parcels of the "model farm". The soil was thereby innoculated with the Rhizobium bacteria, and treated soils were then used to innoculate other fields throughout the region. Such treatment assured the success of the alfalfa culture.

In light of these and other advancements, the Dominion Experimental Station (now the Lethbridge Research Station) was formed in 1906 with William Fairfield as the first Superintendent. Appropriate cultivation and tillage practices were studied, and the advancement of farming in Canada took on new momentum.

Many individual farmers also contributed to the development of farming practices in the region. For example, the Koole brothers of Monarch were the first in southern Alberta to advocate strip farming. In 1918, a farmer from Sibbald was one of the first to recommend "plowless" farming. This practice, along with trash-cover cultivation, was adopted in the Barons, Monarch, and Nobleford districts during the 1920's. Unlike other areas of the province and Saskatchewan, these regions had comparatively few serious soil drifting problems during the Depression.

The Noble Farm, near Nobleford, experimented with different types of tillage equipment, making a substantial contribution to dryland farming practices. In particular, the Noble Blade was developed here, and is still one of the most commonly used pieces of equipment on the western Canadian farm. In fact, Versatile Noble Cultivators are marketed throughout Canada and the United States.

Today, this heritage of leadership in farm practices and research continues. The Lethbridge Research Station has grown to be the largest such facility in Canada. Southern Alberta also boasts a federal Animal Diseases Research Institute, the Prairie

Agricultural Machinery Institute, and several processing facilities found only in this area. The region has the entire irrigation and row crops industries in Alberta, and is the most diversified farming region in the country.

3.2.9 Early Irrigation (1898 - 1903)

As outlined in Section 3.2.6, Sir Alexander Galt, with his son, Elliot, successfully developed the coal deposits in the Lethbridge area, and formed two major companies, the North Western Coal and Navigation Company and the Alberta Railway and Coal Company, to ship coal to the United States and to markets east of Lethbridge. To show support of these ventures, the Canadian government granted both companies vast areas of land. When the two enterprises merged in 1893 to form the Alberta Irrigation Company, the new company possessed over 400,000 hectares of unsettled land. In order to entice potential homesteaders to this very dry area, the Galts decided to construct an irrigation system.

In 1898, the Galts made an agreement with the Mormon Church of Salt Lake City, Utah, which would see Mormon settlers move to Canada to help construct an irrigation canal. For their work, the Mormons received payment in cash and land, being $3.00 per day for the provision of a man, a scraper and a team of horses. Work commenced on the irrigation canal in 1898. The canal, which was 184 kilometres long, began at Kimball, southeast of Cardston, and continued to Raymond, with branches to Lethbridge and Stirling. This phase of the system was completed in 1900. As a result of further expansion, about 768 kilometres of canals and ditches were constructed by 1903.

The system was damaged by heavy rainfall in 1902, which washed parts of it away. However, much of the original canal is still in use today from Spring Coulee eastwards, supplying irrigation water from St. Mary's Reservoir.

3.2.10 The Mormons - Early Settlers in Southern Alberta (1887 - Present)

The first Mormons to enter southern Alberta arrived from Salt Lake City under the leadership of Charles Ora Card. This group of forty established the Town of Cardston in 1887. Although their emigration from the States was largely a response to anti-polygamy legislation, large numbers of Mormons did not arrive until after 1898 when the Mormon church and the Alberta Coal and Railway Company agreed to co-operate on large-scale

irrigation ventures. The Mormon Church was interested in the irrigation projects because it had previous experience with irrigation in Utah, and the project provided land and money to church members. Moreover, settlement in Alberta provided an opportunity to expand the frontiers of the Mormon Church in North America.

As described in Section 3.2.9, the construction of the first major irrigation project provided Mormon settlers payment of cash and land for work on this project. As a result, the Mormon towns of Stirling and Magrath were established. Mormon settlers also started the town of Raymond.

When the major Mormon immigration subsided in 1905, nineteen settlements had been established in southern Alberta. Of these, thirteen were Mormon "farm villages". In contrast to conventional rural settlement patterns, the Mormons settled in "farm village" settlements, where all farmstead buildings were located on a centrally situated village lot. This pattern resulted in group solidarity and social cohesion in the frontier environment.

On 27 July 1913, the Mormon Church President, Joseph F. Smith, dedicated a hill site in Cardston as the location for the first **Mormon Temple** to be constructed outside of the United States. The building was completed in 1917, but was not dedicated until 1923. It is the only Mormon Temple in Canada, and serves as a national centre for Mormon religious ceremonies. The Temple was constructed of granite quarried near the Kootenay Lakes in British Columbia which adds to the physical stature and unique design of this significant landmark.

Other sites which are related to Mormon historical development are located in the study area. These include:

- the log home of **Charles Ora Card**, located in Cardston, which has been restored to its original condition and furnished accordingly (it is open for public viewing);

- the **Cardston Courthouse**, an impressive sandstone bulding, which was the longest-used courthouse in the province, is now a museum and archives;

- the **1906 Cahoon Hotel**, which is located in Cardston.

- the residences of two early prominent Cardston citizens, **Ephram Harker** and **John Woolf;**

- the **Knight Academy,** established in Raymond in the early 1900's, as the official facility for Mormon higher education. This building now houses a Provincial Government Social Services operation; and

- the **Raymond Opera House.**

In addition, the **Knight or Raymond Sugar Beet Factory,** developed in Raymond, operated from 1903-1915. It served as a stabilizing force in a fragile pioneer economy. The factory was replaced with a new building in 1925, and operated under the management of Utah & Idaho Sugar Company. In 1931, it was sold to Canadian Sugar Factories. The factory operated under the name of Alberta Sugar Ltd. until 1963, when all operations were transferred to other southern Alberta plants of Alberta Sugar.

3.2.11 The Hutterites (1918 - Present)

In the late 1800's, the religious order called Hutterites began to immigrate to North America from Germany. The group, similar to other Anabaptists, believed in a return to New Testament Christianity expressed through adult baptism and affiliation with a believer's church. They also believed that it was necessary to isolate themselves from the wickedness of the world, and they refused to take oaths and bear arms.

Thus, in 1899 when Hutterites began immigrating to Canada, the Canadian Government issued an Order-in-Council to exempt this group from military service, allowing them to run independent schools and to live communally in accordance with religious beliefs.

By the end of 1918, ten Hutterite colonies were established in southern Alberta. These included six colonies of the Dariusleut sect and four of the Lehrerleut sect. The colonies grew, particulary during World War I with immigration from the South Dakota area as a result of persecution in the United States because of the group's refusal to bear arms. Today, sixty-four such Hutterite colonies are located in Chinook Country. Other colonies exist throughout the Province, but the majority remain in southern Alberta.

Hutterites live in communal groups of approximately 100 persons each, where they are largely self-sufficient, making their own clothing and growing their own food. Their clothing is unique, with little change in appearance from dress worn at the turn of the century. Women's dresses are long and full, while men wear traditional black pants and coats. Apart from farm machinery, most goods required from outside the colony are purchased at wholesale prices or are manufactured on the farm.

For children, the colony is part of the public school system. However, classes are taught on the farm with special religious and German language classes added to the curriculum to allow them to retain their cultural identity.

3.2.12 Ghost Towns

In the early 1900's, there were many small settlements in southern Alberta. Some were Mormon settlements established before 1900, and others were started by Canadian and American homesteaders who arrived after the turn of the century. Although many became permanent settlements, others were abandoned for a variety of reasons. Some were bypassed by railway branch lines, while others could not compete with the larger centres that were emerging. Automobiles and improved roads meant people could go further to purchase goods. Severe drought in the Vauxhall region during the early 1920's caused the abandonment of once-flourishing villages or towns in this area. These ghost towns reflect the era in which the early homesteaders first settled southern Alberta. There are eleven ghost towns within the study area, if **Little Chicago** and **Little New York**, which are now Turner Valley and Longview, respectively, are considered in this category.

Two ghost towns are located in the southwest corner of the study area: **Aetna**, six kilometres south of Cardston, and **Taylorville**, just southeast of Aetna. Both settlements were Mormon and were abandoned with the growth of urban centres such as Cardston, Pincher Creek, and Lethbridge. Aetna has some inhabitants but no remaining

businesses, while Taylorville has been completely abandoned. Many old buildings still exist in Aetna; however, the remains of Taylorville are less obvious. One store is now being used as a granary.

The other nine ghost towns are located in the northeast part of the study area. **Retlaw**, six kilometres west of Vauxhall, was situated at the point furthest south on the CPR extension line which ran from Aldersyde (south of Calgary) to Suffield. The town was first settled in 1906, but many inhabitants who lost livestock during the severe winter that year moved elsewhere. Two years later, a new wave of homesteaders initiated the beginnings of a thriving town. The town boasted a Bank of Commerce, housed in a brick building which the bank constructed (the building was moved to Taber in 1925), two cafes (one, which was Chinese operated, also had a laundry), a general store, a pool room, and a barbershop. Poor crops spelled the end for this settlement, and by 1925, most businesses were closed. In 1957, two families and two cafes remained, although the latter closed within a few years. There are a number of deserted buildings within the townsite, and some abandoned farm buildings in the immediate vicinity.

The village of **Grantham**, six kilometres east of Vauxhall, was established in 1913, and closed ten years later during the drought of the 1920's. As in many ghost towns, the grain elevators are still in use but the few remaining buildings are deserted.

The former town of **Cleverville** is marked by a stone cairn. The village was situated on the road that leads to Little Bow Island Provincial Park near Champion. The settlement began in 1904, and ended a few years later when it was bypassed by the railway branch line. It had seventeen commercial establishments, including the Bank of Hamilton. Most businesses moved to Champion, which was established on the new railway line.

The town of **Travers**, just northwest of Cleverville and south of Milo, sprang up after the arrival of the railway in 1914. At its peak, Travers had 18 operating businesses and a population of 300. The majority of settlers in Travers were American. The continual droughts of the early 1920's were a major factor in the demise of the town. By 1927, most shops had closed their doors. In 1967, no inhabitants remained, although a combined general store and post office operated until 1970. Visitors to the townsite may still view a number of the old buildings.

Brant, located 21 kilometres east of the High River junction on Highway 2, is one of the most significant ghost towns in the study area. The town reached maturity after the Aldersyde branch of the railway was completed. It had 114 inhabitants in 1914, and the number grew steadily after that date. Businesses included the Bank of Hamilton, a general store, billiard hall, Chinese restaurant, and a number of garages and farm implement agencies. Unlike many towns to the south, Brant was not a victim of the drought of the 1920's. Although it was still a village in 1950, the settlement was gradually abandoned as the original homesteaders died. New farmers purchased a number of homesteads forming large scale farms, which encompassed thousands of hectares. Now, completely uninhabited, the townsite contains a large number of old buildings.

The village of **Ensign**, eight kilometres south and east of Brant, was situated on the Aldersyde branch line. However, it was too close to Vulcan and Brant to be a viable settlement, and the population never exceeded 30 persons. A few buildings still remain.

Bow City commenced in 1907 as a result of a one-and-one-half metre coal seam discovered in the bank of the Bow River near the townsite. Promoters attracted settlers to this "Pittsburgh of the West", with lots selling for a thousand dollars. The viability of the village was perilous from the beginning because it was bypassed by the railroad. The village declined in importance during the First World War. In 1932, strip mining commenced in the area and kept the town alive until the Second World War, when the government financed a new townsite to mine the coal. Remains include a few buildings from the original townsite and some broken foundations from the second townsite.

3.2.13 Turner Valley's Oil History (1914 - Present)

Western Canada's first and wildest oil boom was created by the discovery of oil at Turner Valley on 14 May 1914. Early pioneers noticed gas seepages in the Turner Valley area, and considered them only an interesting curiosity, but William S. Herron realized that these seepages held the promise of oil. In a desperate attempt to obtain backing for exploration, Herron used a unique bit of showmanship on two influential visitors, R.B. Bennett, future Prime Minister of Canada, and A.W. Dingman, a prominent Calgary businessman. He touched a match to a rock fissure along the banks of the Sheep River and the escaping gas ignited. Proceeding to take out a pan and eggs, Herron calmly cooked lunch, to the astonishment of his friends. They were so impressed that they agreed to finance his venture, and in 1912, Calgary Petroleum Products Company was formed.

The Company's first well, the Dingman No. 1, erupted on 14 May 1914 at a depth of 828 metres, producing over 76 million cubic metres of gas. The gas was saturated with naptha so pure that it was used to fuel cars at the discovery site.

Thus, the first Turner Valley boom was on, and more than 500 oil companies were formed in a matter of a few months. People thronged the streets in a frantic attempt to buy stocks, which were being bought as fast as they could be printed. Unfortunately, most of the stocks were not worth the paper they were printed on, being either fraudulent or financially unsound. The boom was short-lived, as it was overshadowed by the outbreak of World War I, which focused attention elsewhere.

Turner Valley's second boom began in 1921, when Calgary Petroleum Products Company joined the Imperial Oil Company, forming the subsidiary Royalite Oil Company. Royalite's "Wonder Well", Royalite No. 4, came in with a roar on 14 October 1924, at a depth of 1139 metres. The gas blew out with such tremendous pressure that a stray spark instantly turned the wellsite into a roaring inferno which raged for several weeks. When the well was brought under control, it produced a staggering 590 thousand cubic metres of gas and 95.3 cubic metres of naptha per day.

As there was no market for the excess gas produced at that time, it was flared off in a coulee known as "Hell's Half Acre". The glow from the flarepit, visible even in Calgary, was so brilliant that darkness never came over Turner Valley while Hell's Half Acre burned. The practice of burning off gas continued for fourteen years until 1938, when the Alberta Petroleum and Natural Gas Conservation Board was established to reduce the waste of Turner Valley's natural gas. It was estimated that during the 1930's, more than 28 billion cubic metres of gas was wasted in the Turner Valley field, enough to have supplied all the energy needs of central Canada from Confederation until that period of time. Proper management of natural gas during the early years would have ranked Turner Valley among the world's greatest fields.

During the 1920's and 1930's, small communities grew up near wellsites bearing such colourful names as Poverty Flats, Whiskey Row, Dog Town, Snob Hill, and Mortgage Heights. Many of these communities were later incorporated into the Town of Turner Valley, which itself expanded during successive booms to include a variety of businesses such as typical false-fronted stores, cafes, pool rooms, a theatre, stock exchange, bank, hotel, and even a house of ill-repute. Today, some of these buildings are still standing.

Robert A. Brown, of Turner Valley Royalites, was the driving force behind the Royalites No. 1 discovery well, and the commencement of Turner Valley's third boom. On the afternoon of 16 June 1936, Brown drove to Turner Valley to see how his well was progressing. When he arrived, he saw what he thought were flecks of oil in the drilling "mud", and gave orders for the mud to be bailed out. A gusher of crude hurtled high into the derrick showering oil over the field around the rig. The steady stream of crude oil was struck at 2081 metres, making it the deepest well drilled in Turner Valley until that time. Brown's perseverence was well rewarded, since the initial production of the well was 135 cubic metres of oil and 56 thousand cubic metres of gas daily. This promising discovery led to the development of the southwest flank of the oil field and demonstrated Turner Valley's potential as a major crude oil producer. With this discovery came the boom-towns of Little New York (Longview) and Little Chicago (Royalite) largely composed of shacks at the south end of the field.

In 1939, Valley Pipeline Company, a subsidiary of Royalite, was organized to accumulate oil taken from the wells and transfer it to refineries in Calgary. In the same year, the abandoned Okalta Oil Company cookhouse was remodelled into a hospital in response to the many oilfield accidents.

The year 1942 was a milestone for the Turner Valley Oilfield, with oil production exceeding 1.6 million cubic metres, as a result of the expansion of the Turner Valley oil plant in 1941. Production remained high during World War II, averaging about 4 thousand cubic metres daily, significantly aiding the war effort.

By 1943, the gas department of the Royalite Oil Company was so large that a subsidiary branch, Madison Natural Gas, was formed to supervise gas operations at the plant in Turner Valley. The plant delivered the processed gas to Canadian Western Natural Gas Company. By 1951, the Turner Valley field was the major source of supply for Canadian Western's consumers in southern Alberta.

Turner Valley laid the foundation for many innovative techniques in oil and gas production and supplied the incentive for the development of Alberta as the "Oil Province of Canada". The Turner Valley oil field has trained many skilled oilmen who later rose to prominence in the Calgary oil sector. Turner Valley is still active in the modern day oil and gas industry, with Home Oil, Western Decalta (Pembina Pipeline

Ltd.), Nova and Canadian Western Natural Gas playing a present role in Turner Valley's colourful history.

With respect to this area's historical past, the following sites associated with the oil industry should be considered in assessing tourism opportunities:

- A site near Turner Valley which contains a building with compressors that are sixty years old and still operating, and a 1925 well that changed its petroleum flow from naptha to oil.

- **Battery 34,** located west of Turner Valley, was the first site in Canada to develop the oil recovery technique of "water flooding". It is still operating as a collection point for petro-chemical products.

- The **Longview Hotel** in Longview was often frequented by oil field personnel.

- **The Gap,** situated northeast of Longview, was once a small oil town and the site of a gas plant. Old flare pits are still in evidence.

- The small village of **Hartel** was once a "centre" for oilfield services and the agricultural community.

- The **Black Diamond General Store** in Black Diamond exemplifies boom-town architecture.

- **Royalites #14** was a dangerous early well where two men were killed by falling pipe after the well shot 88 metric tons of well casing 60 metres into the air.

- **Hell's Half Acre** in Turner Valley was a coulee where so much gas was flared off that it could be seen for miles around. Scorched soil on both sides of the coulee can still be seen.

- The **"Hospital"**, which was originally a bunkhouse for Okalta Company workers, and later turned into a hospital because of the many oilfield accidents.

- The original **Okalta Oil Company** field office, a maintenance building and residence of the oil company founder, Mr. Bill Herron, are all located on the "Hospital" site.

- The **Suspension Bridge** that was built to support pipelines crosssing the Sheep River in Turner Valley.

- The **Gas Flare** (Turner Valley), a fenced off site on the river bank where natural gas seepage is being burned off.

- The **Dingman #1 Well,** which was the first well in Turner Valley that blew in 1914 (there is nothing on the site, but signage is recommended).

The Environmental Design Faculty at the University of Calgary prepared a concept plan incorporating most of these sites into proposed auto, bicycle and walking tours. In addition, suggestions for potential development and site improvements are made in this University of Calgary report. The Historic Sites Service is currently developing a series of walking/driving tours for the Turner Valley area.

3.2.14 History of Turnery Valley Area Before 1920

The Turner Valley/Black Diamond/Millarville region was settled by "homesteaders" and ranchers some years before oil was discovered in 1914. Therefore, the region has historical resources beyond those identified with the oil industry. Historical resources in the area include:

- The site of the **John Ware Homestead,** one of the earliest settlers in the district. John Ware was probably the first black man in the province. There is a monument near Millarville commemorating this early pioneer.

- **Kendall's Mill,** the site of an historic lumbering firm which was a major employer of early settlers in the district.

- The possible remains of the **Millar Stopping House,** which are located near Millarville on the Sheep River.

- The site known as **Whiskey Row**, which was famous for its homebrew and entertainment (also located near Turner Valley). There are no remnants of this site.

3.2.15 Kananaskis History (1854 - Present)

The Kananaskis Valley was first traversed by James Sinclair in 1854. Sinclair was a fur trader who led a small party over the Rockies and on to Washington following an arduous route that took 30 days to cover.

In 1858, James Palliser and four guides entered the Kananaskis Valley. Palliser described the valley, and was pessimistic about the use of Kananaskis as a route to the west. In 1881, the Kananaskis Valley was surveyed for a CPR route, but was rejected in favor of Kicking Horse Pass. With the coming of the railroad to Calgary, there was a strong demand for lumber. In 1884, the Eau Claire and Bow River Lumber Company (1883) obtained timber berths on the Bow, Spray, and Kananaskis Rivers. In 1886, a logging camp was established at Ribbon Creek. Logs were floated down the Bow River to the company's mill in Calgary. There were also a number of small private operations in the valley. The demise of lumbering resulted from a dispute with Calgary Power over dams on the Kananaskis River, combined with the exhaustion of timber berths.

The first geological mapping of the Kananaskis area was prepared in 1885 by George Dawson. Several exploratory coal shafts were dug, but poor access hampered development.

George Pocaterra was one of the legendary figures of the Kananaskis Valley. In 1906, he and a Stoney Indian companion travelled up the Elk River Valley in British Columbia, through Elk Pass, and into the Kananaskis region. This made him the first white man to enter the valley from the south. At this time, the area was used by the Stoney Indians for winter fur trapping, an activity in which Pocaterra often participated. Pocaterra spent his life in the area and his name has been given to a mountain, a major creek, and a dam and power plant.

The archaeological and historical past of the valley is rich. In a 1976 survey of the Kananaskis Provincial Park, 53 prehistoric and 33 historic sites were located. The latter included:

- six cabins;
- two construction camps;
- two boundary cairns;
- two sets of tipi poles;
- two saw mills;
- one gypsum mine;
- one cache;
- one coal mine;
- four dams;
- one recreation area;
- one firetower; and
- ten trails.

An interpretive centre has been established in Kananaskis Provincial Park, which illustrates much of the natural and cultural history of the region. In addition, a number of historical sites could possibly be developed. Some have been upgraded for recreational purposes and include historical interpretation. Potential historical attractions include:

- the present Eau Claire campground, which was the site of one of the Eau Claire Lumber Company's logging camps (dismantled in 1948);

- an Eau Clair logging camp, which was located about five to seven kilometres up the south fork of Ribbon Creek just beyond Depper Canyon in the late 1930's and early 1940's (the remains of two cabins are still in evidence at this site);

- an Eau Claire logging camp, which was used for about 3 years near the turn of the century near Evans-Thomas Creek (near a log bridge, the remains of which can still be seen);

- the site of the present Ribbon Creek hostel, which was probably the site of a circa 1900 unidentified logging camp (cement square in front of a hole over which a cabin stood says "Moley's Manor" 1900 Aug.);

- the site of the village of Ribbon Creek, which was established while coal was being mined on Mount Allan during the 1940's (logging operations which made use of prisoners of war, also took place along Ribbon Creek during this time); and

- one of George Pocaterra's trapping camps, which was located on the North Kananaskis Pass (signage is a possibility on a hiking trail through here).

Further to the south in the foothills is the supposed site of the Lost Lemon Mine. In 1879, Joe Lemon and Black Jack claimed to have discovered gold. While no location for the mine was ever discovered, the fact that Lemon eventually murdered Black Jack lends credence to the story.

4

4.0 COMMUNITY TOURISM RESOURCES

The communities of Chinook Country provide the basic services (such as accommodation and meals) required by travellers to the region. In addition, many communities have recreational, cultural, institutional or industrial attractions for visitors. Annual events hosted by many communities draw visitors to the area. The level of community tourist resources including accommodation and restaurants, attractions, events, transportation, and visitor information services varies among the communities depending upon size, location, and community function.

Communities bordering on the study area, such as Fort Macleod and Taber, are important in the overall context of tourist resources of Chinook Country; however, they are outside of the designated study area. For a discussion of the tourism resources of Fort Macleod, see MTB 1980; for a discussion of the tourism resources of Taber, see IBI 1979.

4.1 TOURIST SERVICE CENTRES

The variety of services, attractions and events offered to tourists by the communities of Chinook Country varies with the size and location of communities. The locations of the communities of the study area are shown on Map 7.

Lethbridge, the only city in Chinook Country, is the largest community and the hub of tourism in the zone. It offers visitors a variety of essential services such as food, lodging, gas, auto repair services, and medical facilities. In addition, Lethbridge has, by far, the highest concentration of tourist attractions in the study area. The combination of varied services and attractions, and its central location within the zone, results in Lethbridge being a tourist destination point which can also serve to introduce visitors to the surrounding area of Chinook Country.

From a tourism perspective, the 16 towns of the study area generally offer tourist services in the range of at least one accommodation facility, two or more restaurants and service stations, and some form of medical facility such as a hospital or clinic. Several of the towns stand out as having a large number of attractions or events, relative to the community size. For example, Cardston has two museums and several other historic attractions, mostly related to Mormon culture. Claresholm has a number of

Chinook Country Tourism Destination Area Study

MTB Consultants Ltd.

ICL Interplan, A Division of IEC Beak Consultants Ltd.

Legend:

- Heavy Traffic Areas
- Highways
- City
- Towns
- Villages
- Information
- Airport
- Crowsnest Highway

- Chinook Country Boundary
- Study Area Boundary
- Subregional Boundary

Title:

Community Resources

Scale: 1:1,000,000

7

Base map cartography by : Alberta Energy and Natural Resources

events, largely related to agriculture. High River and Black Diamond also have a number of annual events, largely related to the cowboy theme. These towns also have a relatively large variety of service facilities.

The 15 villages of the study area provide goods and services to the resident populations as well as support services for agricultural activities in the outlying areas. The villages generally offer few tourist attractions or services. They are characterized, for the most part, by one restaurant and one or two service stations. Village hotels or motels are usually older buildings which are generally unattractive to tourists seeking accommodation. Similarly, the hamlets are very small communities which offer limited services to the local population.

In the following sections, the resources offered by the cities, towns and villages of the study area are discussed from a tourism perspective; these include: fixed roof accommodation, restaurants, medical facilities, attractions and events, transportation corridors, and visitor information. A detailed listing of community resources is provided in Appendix B.1.

4.2 FIXED ROOF ACCOMMODATION

The study area has 59 fixed roof accommodation facilities comprised of about 1600 rooms. Table 4.1 provides a summary of the number of hotels/motels and number of rooms found in each subregion. This information is based on the facilities listed in the Alberta Accommodation Guide (Travel Alberta 1983a). However, two additional hotels/motels were added, the William Watson Lodge and Fortress Mountain Ski Lodge.

Average occupancy for the tourist zone varied between 68.8 percent and 70.5 percent between 1979 and 1981. In the City of Lethbridge, the only subregion for which data are available, occupancy varied between 70.9 percent and 72.9 percent during the same period. Occupancy rates were slightly lower for both Chinook Country and the Lethbridge Subregion in 1981, probably as a result of the general economic slowdown during this period.

Lethbridge, the smallest subregion, has the smallest number of fixed roof accommodation facilities; however, they represent 835 units or 48 percent of the total number of rooms

Table 4.1 Summary of Fixed Roof Accommodation[a] in the Study Area

		Subregion				
		Lethbridge	Prairie Farmland	Ranchland	Mountainland	**Total**
Hotels/Motels	No.	12	32	13	1	59
	%	20	54	22	3	100
Rooms	No.	835	499	255	149	1,729
	%	48	29	15	8	100
Occupancy[b,c]	1979	71.1%	-	-	-	68.8%
	1980	72.9%	-	-	-	70.5%
	1981	71.0%	-	-	-	68.9%

Notes:
a) This includes all establishments in the Alberta Accommodation Guide (Travel Alberta 1983a), plus the William Watson Lodge and Fortress Mountain Lodge in Kananaskis Country.
b) Occupancy includes establishments reporting to Travel Alberta, only.
c) The total occupancy is for the Chinook Country Tourist Zone, not only the study area.

Source: S. Nieuwenhuis, personal communication.

found in the entire study area. Visitors looking for lodging will find the greatest concentration and variety of fixed roof accommodation in the Lethbridge Subregion. Here, accommodation ranges from kitchenette units to hotels with complete guest services and facilities. Several of the motels/hotels in Lethbridge offer convention facilities. In 1982, it was estimated that 14 percent of the total tourism and convention revenues of Lethbridge motels/hotels were generated by conventions (R. Smith, personal communication).

The Prairie Farmland Subregion has the greatest number of accommodation facilities, but less than half the number of rooms found in the Lethbridge Subregion. The majority of hotels/motels in the Prairie Farmland are located in the towns situated along major north-south travel routes, namely Highways 2, 4, 36 and 23. Cardston, Claresholm, Milk River, Vauxhall, and Vulcan together contain 20 of the 32 fixed roof accommodation facilities in this subregion. Generally, the hotels and motels found in these towns offer quality accommodation and some choice, particularly in Cardston and Claresholm, which each have six hotel/motel facilities. The remaining hotel/motel facilities of the subregion are located in the villages. They are generally older establishments and therefore not as attractive to visitors. The hamlets in the subregion may also have some older hotels; however, these were not inventoried because they are not usually attractive to visitors. They are not listed in the Alberta Accommodation Guide.

The Ranchlands Subregion has fewer fixed roof accommodation facilities than the two subregions discussed previously because there are fewer large communities, and because this subregion is so close to the wide variety of accommodation available in Calgary. The majority of hotels/motels are found in Nanton and High River, which together contain 13 accommodation facilities and 68 percent of the rooms in the subregion. The ten remaining hotels/motels are situated north of High River, with the exception of one motel in Longview.

The Mountainland Subregion has only two fixed roof accommodation facilities, these being the William Watson Lodge in Kananaskis Provincial Park and the lodge at Fortress Mountain ski area. William Watson Lodge is operated on a priority basis such that disabled persons have first priority for accommodation, followed by senior citizens and the general public, in that order. It is a rare occurrence to find a vacancy at the lodge for the general public, as it was specifically designed with special features for people who use wheelchairs or have limited mobility. The lodge at Fortress Mountain offers

basic accommodation in a hostel-like facility. Guests supply their own bedding and towels. It is only open during the ski season.

Highwood House, in Kananaskis Country, used to consist of a few cabins and a gas station which have recently been torn down. Presently, there is only a gas pump and a trailer housing the employees at this location. The facility is operated only between the months of June and December. Future plans for this location include a Travel Alberta information centre, interpretation displays and a gas station; however, funding has not yet been approved.

4.3 RESTAURANTS

The greatest variety of restaurants is found in the Lethbridge Subregion, which offers a wide range of fast food, family dining and formal service. Another smaller concentration of food and beverage establishments in the study area is found in the towns along the north-south corridor of Highway 2.

In the Prairie Farmland Subregion, Cardston and Claresholm have a good selection of restaurants. The other towns and villages in the Prairie Farmland offer a more limited range of choice. In many of the smallest communities, there is one restaurant or cafe.

In the Ranchland Subregion, there are five communities with six or more restaurants. High River has twelve food and beverage establishments, while Okotoks and Nanton contain eight and six, respectively. Turner Valley and Black Diamond combine to offer eight restaurants. All of these communities offer some choice of fast food and family dining. The remaining towns and villages of the Ranchland Subregion are comparable to the Prairie Farmland in that the variety of food and beverage establishments is limited to one or two restaurants or a cafe.

Only two restaurants are situated in the Mountainland Subregion due to the absence of communities. One is located in Kananaskis Provincial Park and its menu is restricted to fast food. The other is located at Fortress Mountain Ski Area. It is open only during the winter months.

4.4 MEDICAL FACILITIES

In case of injury or accident, it is important that there be sufficient medical facilities throughout the tourist zone. There are 22 hospitals and clinics in the study area (Appendix B.1). Most of these are located in the towns or the City of Lethbridge. Some villages, such as Carmangay, have small hospitals or clinics. It should be noted that there are no medical facilities in the Mountainland Subregion. In an emergency situation, the hospitals in Calgary or Lethbridge would serve the area. In the near future, the newly constructed hospital in Canmore will be an asset to visitors of Kananaskis Country who may require medical attention.

4.5 RECREATION FACILITIES

For the purpose of this study, recreation facilities have been considered to be arenas, rodeo grounds, tennis courts, golf courses, and swimming pools. Table 4.2 provides a summary of the number of recreation facilities found in the communities of each subregion. These facilities cater to the local population, as a general rule, but are available for use by visitors. The major outdoor recreation opportunities and facilities which attract visitors to Chinook Country are located in Kananaskis Country. The recreation opportunities provided in Kananaskis Country are described in Section 5.2.

The Lethbridge Subregion has a full range and the highest concentration of recreation facilities, mainly because of the large population and the subregion's small area in relation to the other subregions. Lethbridge has five arenas, one rodeo ground, twenty-one tennis courts, three golf courses, and five swimming pools (3 indoor, 2 outdoor).

Although the Prairie Farmland Subregion contains the greatest number of recreation facilities, they are dispersed throughout the towns and villages of this, the largest, subregion. Five towns, Cardston, Claresholm, Picture Butte, Raymond, and Vauxhall have a full complement of recreation facilities. However, unlike the Lethbridge Subregion, there is generally only one facility for each category of recreation facilities. Coaldale, Magrath and Vulcan are complemented by all facilities except rodeo grounds. Coaldale, which is in proximity to Lethbridge, is the only community to have more than one swimming facility. The remaining communities, not including hamlets in the subregion, generally have one or two recreation facilities most commonly consisting of tennis courts and/or an arena.

Table 4.2 Community Recreation Facilities [a] in the Study Area

Facility	Lethbridge	Prairie	Ranchland	Total
Arenas	5	16	5	25
Rodeo	1	6	4	11
Tennis Courts	21	32	15	68
Golf	3	9	4	16
Swimming[b]	5	13	3	21

Notes: a) Kananaskis Country facilities are not included (see Section 5.2).
b) includes indoor and outdoor swimming pools

Source: Interviews with municipal representatives (Section 7.2.5) and Alberta Tourism and Small Business 1983.

In the Ranchland Subregion, two communities, High River and Nanton, have a full complement of recreation facilities. The Town of Stavely has all the listed recreation facilities except swimming. As the other communities in the Ranchland Subregion are generally small, there are only a few facilities scattered throughout the rest of the towns and villages.

In addition to the recreation facilities listed in Table 4.2, many of the communities in all subregions also have baseball diamonds, curling rinks, and playgrounds, making such facilities quite widespread in Chinook Country. However, these are used mainly by local residents, rather than tourists.

4.6 CULTURAL FACILITIES

Cultural facilities exemplify man's historical development and use of the land and its resources. In addition, such facilities provide a venue for the performing arts and displays of fine arts. In this section, the cultural attractions which cater to both the local population and tourists are described. They are grouped according to subregion, and listed in alphabetical order. The Mountainland Subregion does not have any cultural attractions due to the absence of communities.

The Lethbridge Subregion has ten major cultural attractions which are comprised of museums, arts centres, gardens, and the exhibition grounds. The available attendance figures for these facilities are provided in Table 4.3.

The **Bowman Arts Centre** is a community arts centre owned by the City of Lethbridge and operated by the Arts Council. The facility is utilized for performances by local and regional artists, the display of visual arts and for cultural activities. The centre has also been designated as an historic site by the Alberta Historical Society.

Brewery Garden, owned by Sicks' Lethbridge Brewery (Molson's), provides a display of vividly coloured plants which changes throughout the spring, summer and fall seasons. During the Christmas season, the gardens are decorated with a vivid display of Christmas lights and a nativity scene.

Table 4.3 Attendance Recorded[a] at Cultural Facilities[b] in the Study Area

Facility	Attendance		
	1980	1981	1982
Lethbridge Subregion			
Bowman Arts Centre	-	-	3,000+
Exhibition Grounds	-	-	150-200,000
Galt Museum	17-18,000	17-18,000	18,000+
Indian Battle Park	15-16,000	16-17,000	21,000+
Nikka Yuko Garden	51,141	50,000+	46,826
Prairie Farmland Subregion			
Claresholm Museum	-	-	1,500
Cobblestone Manor	25-30,000	25-30,000	25-30,000
C.O. Card House	1,300	1,450	1,250
Courthouse Museum	-	-	800
Remington Heritage Collection	-	-	3,000+
Ranchland Subregion			
Bronze Boot Art Gallery	3,000	3,000	3,000
Lancaster Bomber	10,000	10,000	10,000
Museum of the Highwood	7,154	5,210	5,790

Notes: a) all attendance figures provided by the owner/operator of the facility
b) facilities for which attendance figures are available

Source: Compiled from interviews with facility operators (Section 7.2.1).

Genevieve E. Yates Memorial Centre is a community and regional performing arts complex. It hosts cultural events such as ballets, operas, orchestra concerts, and small musical concerts. It is situated on the site of a former R.C.M.P. barracks which existed from 1887 to 1934.

The **High Level Bridge** represents a part of the area's history, although it is not a cultural facility per se. The bridge was constructed in 1909 and extends over one kilometre across the Oldman River at a height of 97 metres. This makes it one of the world's longest bridges at such a height.

Indian Battle Park was named after the last great Indian battle which took place at this location in 1870. **Fort Whoop-Up** is a replica of the notorious whiskey trading post and also displays the history of agriculture, coal mining and Indian settlement in the area.

The **Helen Schuler Coulee Centre,** located in **Indian Battle Park,** serves to provide the community with a variety of nature interpretive programs that emphasize the need for understanding and preservation of our natural heritage. The programs include nature walks, self-guided trails, exhibits and children's programs.

The **Lethbridge and District Exhibition Grounds** are a permanent location for an annual agricultural fair. In addition, a variety of agricultural-related activities are hosted year round including AgExpo (boasting the largest seed fair held in Canada), the Rocky Mountain Livestock Show, and the Home and Garden Trade Show. Thoroughbred racing is a popular mid-summer attraction. The catering and restaurant facility at the grandstand services banquets and conventions.

The **Nikka Yuko Japanese Garden,** managed by the Lethbridge and District Japanese Garden Society, was developed to symbolize Japanese-Canadian friendship. The garden is characterized by water, rocks, and green shrubs. An interesting point is that the buildings on the grounds were built in Japan and then reassembled in Lethbridge. It is one of the most authentic Japanese gardens outside of Japan.

The **Sir Alexander Galt Museum** was originally a hospital built in 1891. The museum contains excellent displays of early native culture, the fur trade, ranching and early weapons.

The **Southern Alberta Art Gallery** provides a venue for regularly changing art shows of local, national and international artists.

Eleven cultural facilities and attractions are contained in the Prairie Farmland Subregion, the majority of which are found in Cardston. Attendance figures, where available, are summarized in Table 4.3.

The **Altamont Museum** is located in the Village of Coutts . It is considered to be one of the best private collections of artifacts in North America. The contents of the museum consist of articles such as cars, tractors, stuffed animals, coins and dishes.

The **Claresholm Museum** is housed in a Canadian Pacific Railway station which was built in Calgary in 1910. Part of the building was moved to Claresholm, the other part to High River. Displayed and stored in the museum are artifacts related to the settlement and development of the area.

The **C.O. Card Home and Museum** is located in Cardston. This cultural facility was the second house built in Cardston. It was constructed of logs in 1887 and belonged to Charles Ora Card, Mormon Leader, and the founder of Cardston.

Cobblestone Manor is designated as an Alberta Historical Site. This facility, resembling an old English manor, was originally built in 1889 with local stone quarried at the Cardston stone quarry. It is now Cardston's finest restaurant with excellent food and services, and antique furnishings imported from Europe.

The **Courthouse Museum and Archives** are contained in a building which is the oldest courthouse in Alberta. This Cardston cultural facility was built of local stone quarried at the Cardston stone quarry, and lime for the building was obtained locally, using oyster shell from oyster beds in the area. Displays depict pioneer life, farming, arts, and crafts.

The Mormon Temple in Cardston is an impressive granite structure built by the Mormon settlers between 1913 and 1917. The granite stone used to construct the temple was quarried near Kootenay Lake in British Columbia and transported over 480 kilometres to the temple site. Each stone was hand-shaped. It is the only Mormon temple located in Canada. The temple itself is not accessible to the general public. Viewing is permitted at the visitor centre only, which is open year round.

The **Remington Heritage Collection** display in Cardston consists of over 45 pieces representing one of the largest private collections of antique carriages, sleighs, coaches, and wagons in Canada and the United States. Several coach types on display were designed for royalty, and items in this collection have been used during visits of Queen Elizabeth, Prince Philip, Prince Charles, and Prince Andrew. The collection is housed in the **Charlie Cheeseman Memorial Ice Arena** in Cardston, and thus is open only during the summer months. This collection, if housed and displayed under proper conditions, could be a world-class exhibit.

Treaty Flats, located on the Blackfoot Indian Reserve, is culturally and historically important. There is a plaque at this site commemorating the signing of Treaty No. 7 in 1877 between the Indians and the Canadian Government.

The **Under Eight Flags Display and Cairn** in Milk River is an historical monument. Once part of the Louisiana Territory and Rupert's Land, Milk River has been claimed or ruled by seven governments and one company. The eight flags at this display identify the different parties which ruled Milk River over the course of its history: France, Spanish Empire, French Republic, U.S.A., Hudson's Bay Company, British Empire, Canada (Red Ensign), and Canada (Maple Leaf).

The Ranchlands Subregion contains eight cultural facilities and attractions. Attendance figures are summarized in Table 4.3.

The **Bronze Boot Art Gallery** in High River is a privately owned commercial operation which is also open for public viewing. The gallery's exhibits include paintings by well known artists as well as an assortment of bronze sculptures.

Hell's Half Acre, a coulee in Turner Valley, is an old natural gas burnoff site. Reportedly, such a volume of gas was burned off that the sky would be illuminated for miles around, and today the soil appears scorched on both sides of the coulee. The glow in the sky could be seen from Calgary, Fort Macleod, and Hanna, the latter being over 300 kilometers from Turner Valley.

The **Lancaster Bomber** is located in Nanton. This RX159 aircraft was used in the Second World War and has been restored completely, including the installation of four brand new Rolls Royce engines that have never been turned over.

The **Medicine Tree,** situated in High River's George Lane Memorial Park, is an unusually shaped tree which is preserved as a reminder of the days when the Blackfoot Indians thanked spirits through the Medicine Tree for blessings of good and prosperous land.

The **Museum of the Highwood** is located in part of an old railway station moved to High River from Calgary. As noted previously, the other half of the railway station was moved to Claresholm. In its converted role, it contains displays of the natural history of the area including artifacts from the days of pioneers, Indians, and the fur traders.

The **Station-Okotoks Cultural Centre** is a remodelled train station. It is utilized for art and craft exhibits and continuing education programs. It is also rented for parties. The building contains a large meeting room, a theater with a seating capacity of 70, a fully equipped darkroom, and a craft room with a potter's wheel and kiln.

The **Tourist Information Booth** in Nanton is a replica of the Mosquito Creek Northwest Mounted Police Post established in 1889. The original building was located approximately four kilometres northwest of town, and was used by the N.W.M.P. who patrolled the area.

Turner Valley's **Dingman No. 1** is an oil well replica commemorating the first major gas find in Alberta.

4.7 INSTITUTIONAL AND INDUSTRIAL FACILITIES

Institutional and industrial facilities are important tourism resources for visitors interested in the local industry and economy. In Chinook Country, most of the institutional and industrial facilities are concentrated in the City of Lethbridge.

There are three institutional facilities of interest to tourists. All provide group tours, if arranged in advance. Average party size and attendance figures are provided in Table 4.4.

Table 4.4 Attendance Recorded[a] at Institutional Facilities

Facility	No. of Tours			Average Party Size
	1980	1981	1982	
Lethbridge Research Station	60	60	60	3-300
Lethbridge Community College	-	-	20-30	
University of Lethbridge	25-30	25-30	25-30	25-35

Notes: a) facilities for which attendance figures are available

Source: Interviews with facility representatives (Section 7.2.2).

The **University of Lethbridge** has a very unique campus setting as it is situated among the rolling coulees on the banks of the Oldman River. It was designed by Arthur Ericksen, noted Canadian architect. This institutional facility offers six full degree programs in arts and science, education, music, fine arts, management and nursing. It also has a 21.7 million dollar Performing Arts Centre which includes a multi-purpose theater, a recital hall and a spacious art gallery.

The **Lethbridge Community College** was the first public junior college to be established in Canada. It offers one and two year programs in business, applied arts, natural and social sciences, technology and trades.

The agriculture **Research Station,** just outside the Lethbridge city limits, was established as the Dominion Experimental Station in 1906. It is the largest of 33 such stations operated in Canada by the Research Branch of the Government of Canada. At this facility, research is conducted on livestock, produce, irrigation, and dryland farming. It has an international reputation for high quality research facilities and manpower. The offices, laboratories, and library of the Research Station form the major part of the complex known as the **Agriculture Centre.** The Centre also houses the offices of the Food and Production Inspection Branch of Agriculture Canada, and the Extension and Irrigation Division of Alberta Agriculture.

The Research Station accommodates about 60 tours per year for special interest groups. It has been customary for general interest groups to be shown through the main building on Friday afternoons. The demand for tours is so high that it is interfering with research activities at the station. Tours are now being limited to agricultural groups, farm groups, and relevant school groups. The Friday afternoon tours are being re-evaluated.

According to a 1983 survey by the City of Lethbridge, there are 83 manufacturing and processing industries within the City. A summary of the types of products produced and number of firms is as follows:

- food and beverage (23)
- animal feed (4)
- plastic and rubber products (3)
- textiles (1)
- wood products (4)
- furniture (4)

- printing and publishing (6)
- primary metal
- metal products (9)
- machinery (5)
- transportation equipment (2)
- electrical products (1)
- non-metallic minerals (8)
- prefabricated housing (1)
- dental labs (4)
- signs (6)
- greenhouses (1)

About 40% of these firms produce products from the agricultural industry, such as food and beverages, and for the agricultural industry, such as farm equipment. This concentration of institutional and industrial facilities related to the agricultural industry has made it possible to attract some American agricultural related tours to stop in Lethbridge. Further marketing and development of these tours is possible, providing the industries and institutions remain co-operative in providing tours to visitors.

Many of the food processing plants were contacted by telephone during this study to determine whether they provide plant tours to groups and whether they would be willing to provide tours to the general public at regularly scheduled times. The results of this survey are included in Table 4.5. Generally, most plants do offer group tours, if a booking is made in advance. However, some are unwilling to provide tours or have discontinued tours because of accident liability. None of the companies contacted were willing to offer tours to the general public at regularly scheduled times due to uncertainty about attendance numbers.

Several other industrial facilities are found outside of Lethbridge. The **Buffalo Slope Grain Elevator**, located in Magrath (Prairie Farmland Subregion) was the first of its kind in the world when it was built. This concrete structure is very different from traditional elevators. This unique design has since been marketed to many countries throughout the world.

The **Versatile Noble Cultivators Company** is an agricultural equipment manufacturer located in Nobleford. It is important historically for the development of the Noble Blade and it is important today for production of farm equipment sold throughout the world.

Table 4.5 Tours of Selected Industrial Plants

Company	Will provide tours if booked ahead	Average no/year	Comments
Alpha Milk	yes	20	-
Amalgamated Beverages	yes	15	-
Canada Packers	yes	-	- arrange by Department of Agriculture - regular tours not warranted - slaughterhouse only
Canadian Dressed Meats	yes	0	- have had no tours to date, but would consider tours for agricultural groups
Canbra Foods	yes	-	- concern about liability
Catelli	no	0	- concern about liability
Gainers	yes	6	- no children or general public
Ellison Milling	yes	15-20	- generally fall & winter
Empress	yes	6-7	- July to end of Oct most interesting time of yr.
General Foods	no		- offered tours in past, but only warehouse now
Lilydale Poultry	yes	5-10	-
Nanton Spring Water	no	0	- used to offer tours, but discontinued for safety reasons
Palliser Distillers	yes	10-20	- must be over 18 yrs of age
Palm Dairies	yes	20	- equipment changeover underway, no tours at present
Sicks' Lethbridge Brewery	yes		- no public tours due to liability; no guarantee of tours being granted to groups; generally very private tours for those within the industry.
York Farms	yes	15-20	-

Note: Most plant managers indicated that tours are generally requested by local groups (boy scouts, school groups, handicapped groups, etc.).

Source: Interviews with company representatives (Section 7.2.2).

The **Nanton Water Bottling Plant**, located in Nanton (Ranchland Subregion) is a unique industry to Alberta. The fresh spring water bottled at this plant is piped to Nanton from the Big Spring in the Porcupine Hills. Tours of this facility are not offered at the present time. However, visitors can get a taste of the refreshing spring water at **The Tap**, located on Highway 2 in Nanton.

Some of the strain on the Lethbridge Research Station and local industries to provide tours could be alleviated by the development of an agriculture education and interpretive centre in Lethbridge. Such a centre would provide an appreciation of the past, present, and future development of agriculture in Alberta. It could also provide information about the types of research being undertaken at the centre and interpretive information about the agriculture industry in Alberta. Such a centre would be particularly well-suited to the Lethbridge area because:

- agriculture is the major primary industry, and processing of agricultural products is the major secondary industry in the Lethbridge area;
- there is a greater diversity of farming in southwestern Alberta than any other region of Canada;
- the Lethbridge Research Station, Alberta Agriculture's Extension and Irrigation Division offices, the Prairie Animal Diseases Research Institute, the Prairie Agricultural Machinery Institute, the University of Lethbridge and Lethbridge Community College, along with Southern Alberta's farming and processing industries, provide the nucleus of resources to develop such a centre in the Lethbridge area;
- over thirty industries in southwestern Alberta are related to agriculture - meat packing, vegetable processing, brewing and distilling, sugar processing and refining, milling, cattle, farm machinery, poultry, hogs, potato industry, and edible oils;
- historically, there has been a high demand for tours of the Lethbridge Research Station and agriculture industrial plants; and
- Lethbridge has the scientific resources necessary to maintain such a facility.

4.8 COMMUNITY EVENTS

Chinook Country hosts a large number and variety of annual events. In total, there are approximately 80 annual events held in the various communities in the Lethbridge, Prairie Farmland, and Ranchland subregions. The Mountainland Subregion does not host any annual events due to the absence of communities. Table 4.6 provides a summary of annual events held in the study area. A more detailed list is provided as Appendix B.2. The majority of events are held outdoors and therefore occur during the summer months.

The most commonly held events are rodeos and fairs, which oftentimes coincide. Most of the rodeos are part of the professional rodeo circuit which attract competitors from Canada and the United States. Local and regional spectators come to see professional cowboys compete in the traditional rodeo events of calf roping, saddle bronc riding, bare back riding, steer wrestling, and bull riding. In addition, some tourists who are familiar with professional rodeos in other parts of Canada and the United States may travel with the rodeo competitors or be attracted to watch the professional rodeo. Competitions usually take place over a three or four day span such that visitors may attend the entire rodeo from beginning to end, or any one day of competitions. In addition to the professional rodeo, a few communities sponsor their own smaller rodeos with local or regional competitors. Nanton, for example, holds a rodeo every Saturday night in July and August with local competition.

The rodeos are often held in conjunction with community fairs. Apart from the rodeos, the fairs usually attract a local attendance with some regional attendance as well. The fairs are centred around various themes to celebrate historic occurrences such as a community's initial settlement or a way of life in the past. Most fairs feature some local arts and crafts as well as a midway attraction with rides and games. Besides the fairs celebrating historical times, agricultural, seasonal and horticultural fairs are also popular events.

A number of other annual events are held throughout Chinook Country which are usually attended by local citizens. Such events include parades, sportsdays, horse shows and other sporting events. Generally, each town or village hosts at least one annual event. In the case of large towns such as High River and Claresholm, a number of annual events occur.

Table 4.6 Summary of Number of Annual Events in the Study Area

	Subregion			Total
	Lethbridge	Prairie Farmland	Ranchland	
Fairs and Sportsdays	2	23	12	37
Agricultural Events	3	7	3	13
Rodeos	1	5	6	12
Horse Racing	2	0	0	2
Sports Events	3	1	2	6
Indian-related Events	1	2		3
Circus	2			2
Miscellaneous Shows	2	2	3	7
TOTAL	16	40	26	82

The communities of Chinook Country host various other non-annual events in addition to the annual events. These consist of local sporting events, farmer's markets, cultural exhibitions, and musical concerts. In June 1983, the Chinook Country Tourist Association began publishing a Calendar of Events. It will be published twice a month during the summer, from June to the end of August, and once a month from September to May. The calendar provides times and locations of events occurring within the communities of Chinook Country, and it is available at Tourist Information Booths within the zone. It is too early to tell whether the Calendar has increased attendance at various events. However, it is bound to increase the awareness of visitors and residents about events in the zone.

4.9 TRANSPORTATION CORRIDORS

4.9.1 Rubber Tire Traffic

The study area is served by 14 highways; 10 of these are aligned in a north-south direction and four in an east-west direction. In addition to the highways, there are numerous secondary roads serving the less populated and travelled areas of Chinook Country, and providing links to the highways. Map 7 indicates the location and average annual daily traffic for the highways.

The most rubber tire traffic occurs on Highways 2 and 3 in the vicinity of Calgary and Lethbridge, respectively (Alberta Transportation Systems Planning Branch 1982a,b). The largest volume of traffic on Highway 2 occurs between the northern boundary of Chinook Country and High River; further south, traffic volumes drop off somewhat. Along Highway 3, the Crowsnest Highway, the largest traffic volumes occur between Taber and Fort Macleod. The figures associated with these two portions of Highways 2 and 3 are over 15,000 for Highway 2 and as high as 10,000 for Highway 3. The high traffic volumes in the vicinities of Calgary and Lethbridge indicate that many people residing in surrounding communities work, shop, and recreate in the larger centres. Highway 2, combined with Highway 4, is also the major north-south corridor from Coutts at the U.S.A. border to Alberta locations to the north. Highway 4 connects with U.S. Interstate 15. Much of the traffic along these highways consists of commercial and tourist vehicles passing through Chinook Country enroute to other destinations.

In terms of tourist traffic, Highway 22 is a scenic drive south from the Calgary area through the foothills and Porcupine Hills to the Crowsnest Pass area. However, it is a gravel road, for the most part. Highway 23, which is linked to the Trans-Canada Highway via Highway 24, provides a less busy access than Highway 2 to Lethbridge from Calgary. Highway 40, originating at the Trans-Canada Highway, is a very scenic route which winds its way south through Kananaskis Country. Highway 40 terminates at the junction of Secondary Road 541, which leads northeast to Longview. However, travel may continue south to the Crowsnest Pass area along the unpaved Forestry Trunk Road (S.R. 940). Several Alberta Forest Service campgrounds are located along S.R. 940. Highway 3, the Crowsnest Highway, is the major east-west highway in the study area. It commences at Medicine Hat and provides access to British Columbia through the Crowsnest Pass. This route is used by many travellers as an alternate to the Trans-Canada Highway. Highway 5, the other major east-west route, provides access to Waterton Park and the U.S. border crossing at Chief Mountain (outside of the study area). To commemorate the march of the North West Mounted Police from Eastern Canada to Fort Macleod, portions of Highways 61, 4 and 3 have been named the Red Coat Trail. This highway network, combined with the secondary roads, provides a high degree of accessibility to the four subregions of Chinook Country (Map 7).

4.9.2 Bus

Bus transportation within Chinook Country is provided by Greyhound Bus Lines. All communities in proximity to Highway 2 north of Fort Macleod are serviced by bus, including Okotoks, Turner Valley and Black Diamond. East of Highway 2, bus service extends from Lethbridge north to Vulcan along Highway 23 and south to Coutts along Highway 4, including Raymond. Barnwell, Coaldale, and Lethbridge are the only three communities with bus service along Highway 3 within the boundaries of the study area.

4.9.3 Air

Lethbridge is the location of the only airport of significant size within Chinook Country. Commercial airlines make scheduled stops here with connections to other Alberta and British Columbia locations. Airline passengers visiting or residing in the area south of Claresholm and Vauxhall are most likely to utilize the Lethbridge airport. The more northern communities, particularly those north of Nanton, are served by the Calgary International Airport, as the distance is much shorter to Calgary than Lethbridge. The Calgary airport is also utilized by those passengers travelling to other

Canadian destinations as well as outside the country. There is also twice-a-week scheduled service between Calgary and Pincher Creek.

Limited commercial airline service is also provided at the Claresholm Industrial Airport which offers service to Lethbridge and Calgary. The remaining public air services available in Chinook Country consist of five municipal landing strips, three of which are all weather. These airstrips do not provide any commercial or freight services, and only High River offers charter service. Four private airstrips are also found in Chinook Country, but these are not available for public use.

4.10 VISITOR INFORMATION CENTRES

There are three categories of visitor information centres present within and bordering Chinook Country. Travel Alberta operates information centres in Milk River and Fort Macleod. The centre at Milk River is significant to tourists travelling north from the United States along Highway 4 because it is the first opportunity for travellers to get information for Alberta. The centre at Fort Macleod is important as it is on the border of the study area and serves travellers along Highways 2 and 3.

The Chinook Country Tourist Association has established two information centres at Lethbridge, and co-ordinates information centres in Cardston and Taber. The centre at Taber serves tourists entering Chinook Country from the north along Highway 36 and from the east along Highway 3. The centre at Cardston provides information to those tourists entering Chinook Country from the United States along Highway 2, and to a lesser degree, tourists entering Chinook Country from the Waterton Park area (along Highway 5). The two information centres in Lethbridge serve to introduce Chinook Country to tourists travelling in any direction along the highways radiating from the city.

The third category of visitor information centres includes other centres operated by local Chambers of Commerce or rural municipalities. Such information centres are located in Claresholm, Nanton, Vulcan, High River, and Turner Valley. The majority of these are situated along Highways 2 and 2A serving the north and southbound tourists utilizing these travel routes. The visitor information centre in Vulcan serves north and southbound traffic along Highway 23. The Turner Valley Information Centre provides service to travellers along Highways 22 and 7.

Other visitor centres that relate directly to Chinook Country, but are outside of the study area covered by this report, are located at Fort Macleod, Canmore, Sentinel, Pincher Creek, St. Mary (Montana), and Waterton. All of these centres, except Pincher Creek, are operated by Travel Alberta.

The Travel Alberta Centres provide information relating to the province, as well as the regions in which they occur. The Chinook Country Tourist Association and Chamber of Commerce Centres are usually more oriented to local attractions with the exception of the Lethbridge and Cardston centres which provide province-wide information.

Visitor statistics are maintained at most of the centres; however, at the present time, the type of statistics kept is variable. In some cases, only the number of visitors is recorded; in other cases, detailed origin - destination statistics are maintained.

For the purposes of this study, the Chinook Country Tourist Association provided visitor statistics for 1983 from the two Lethbridge Visitor Centres, with comparative statistics for 1982 (Table 4.7). These two centres maintain the most comprehensive visitor statistics in the zone.

Many of the visitor centres have low visitor counts because they are poorly located and difficult for tourists to find. Recommendations for siting visitor centres are provided in Section 1.

Table 4.7 Lethbridge Visitor Information Centres - 1983 Season Synopsis

	1983		1982		
	People	Daily Average	People	Daily Average	Percent Change
Scenic Drive					
May[a]	916	76	977	89	-6%
June	2,779	93	3,309	110	-16%
July	5,978	193	6,203	200	-4%
August	6,183	200	5,028	162	+23%
September[b]	684	137	601	100	+14%
TOTAL	16,540		16,118		+3%
Brewery Hill					
May[a]	611	51	793	72	-23%
June	2,989	100	3,171	106	-6%
July	9,568	309	8,575	277	+12%
August	6,499	210	7,701	248	-16%
September[b]	1,013	203	1,089	182	-7%
TOTAL	20,680		21,329		-3%
Percent of Total Traffic Grouped by Regions of Origin					
Alberta	46%		41%		
Other Canada	24%		26%		
U.S.A.	27%		29%		
Other Countries	3%		4%		

Notes: a) May visitor statistics commence on the Victoria Day weekend
b) September visitor statistics terminate after the Labour Day weekend

Source: R. Smith, personal communication.

5

5.0 REGIONAL TOURISM AND RECREATION RESOURCES

In addition to the facilities and services offered by the communities of the study area, Chinook Country has a wide variety of regional resources that are attractive to tourists. In this section, the opportunities offered at the following facilities are described: provincial parks, Kananaskis Country, campgrounds, day use areas, and guest ranches. In addition, agricultural related tours are described; the opportunities presented at Indian Reserves and Hutterite colonies are presented; and other regional activities such as canoeing, air sports, and auto tours are discussed.

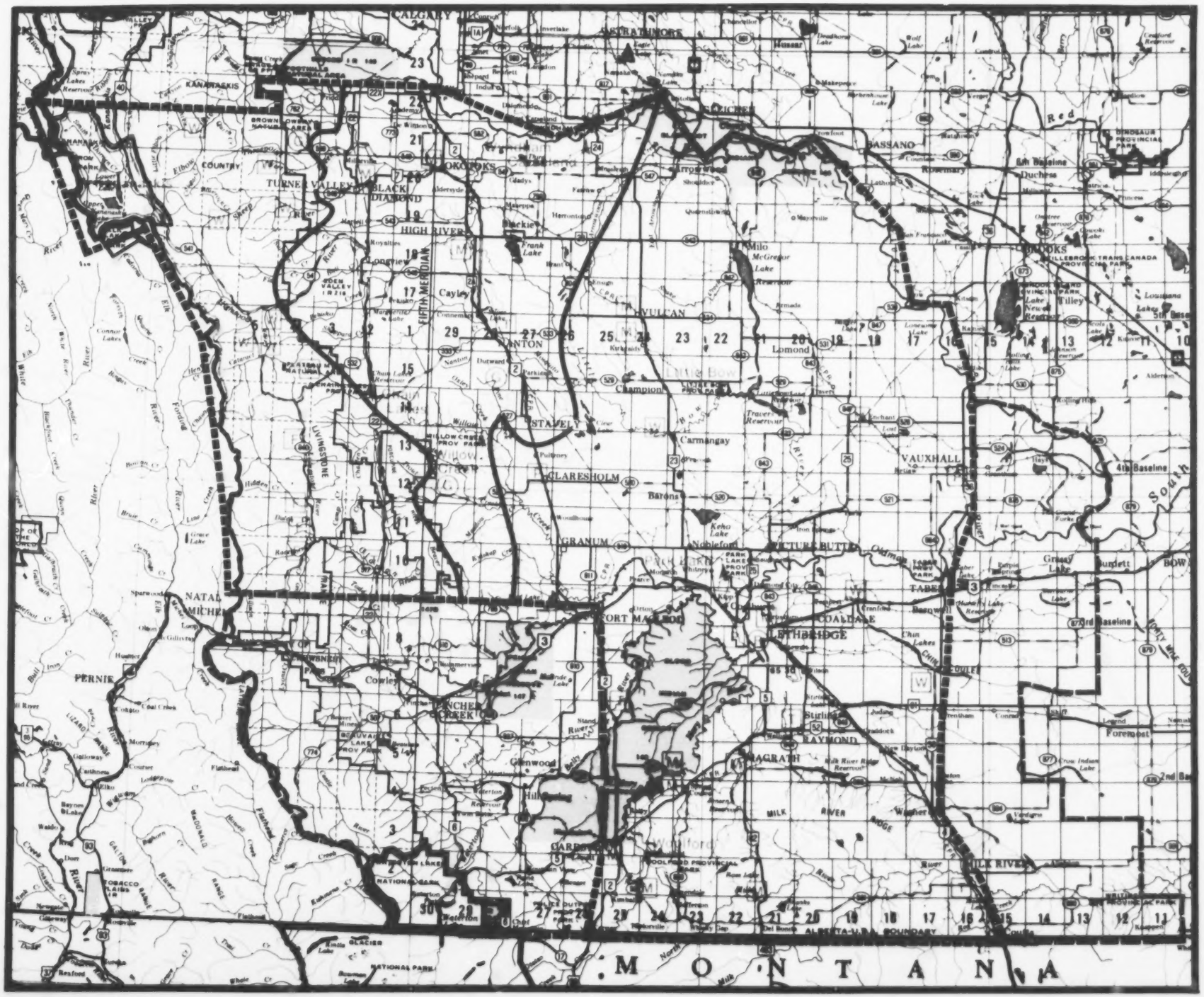
5.1 PROVINCIAL PARKS

There are eight Provincial Parks located in the study area (Map 8). The Prairie Farmland Subregion has four: Little Bow, Park Lake, Taber, and Woolford. Ranchland has three: Chain Lakes, Willow Creek, and Wyndham-Carseland. Together, these parks have over 1000 camping sites, plus a wide variety of facilities for recreation activities. The facilities at these parks are described below and summarized in Table 5.1. The facilities of Kananaskis Provincial Park are listed in Table 5.1; however, Kananaskis Provincial Park is described along with Kananaskis Country in Section 5.2.

Little Bow Provincial Park, located on Travers Reservoir, is the largest provincial park in the Prairie Farmland Subregion. It has 193 camping sites, plus a day use area. Water-based recreation activities are the focus of this park; they include: fishing, water skiing, sailing, swimming, and wind surfing. The park has a boat launch and pier. In 1982, this park had the highest weekend occupancy rate in the Prairie Farmland Subregion (86 percent). Weekday occupancy was 27 percent.

Park Lake Provincial Park is located just north of Lethbridge. The camping and day use facilities for picnicking, swimming, and boating are used by the people of Lethbridge, as well as by visitors. This park had more day users than any other park in the study area (except Kananaskis) in 1982. Campground occupancy in 1982 was 35 percent on weekdays and 71 percent on weekends.

Taber Provincial Park is located on the south bank of the Oldman River, northwest of Taber. Many people visit the park to view the abundance of migrating birds, including



Base map cartography by: Alberta Energy and Natural Resources

Chinook Country Tourism Destination Area Study

MTB Consultants Ltd.

ICL Interplan, A Division of IEC Beak Consultants Ltd.

Legend:

- W Wayside Recreation Area
- C Alberta Transportation Campground
- F Alberta Forest Service Campground
- M Municipal Campground
- P Provincial Owned Campground
- G Guest Ranches
- Kananaskis Country Boundary
- ▲ Provincial Park
- P Future Rest Area

- Chinook Country Boundary
- Study Area Boundary
- Subregional Boundary

Title:

Regional Recreation and Tourism Resources

Scale: 1:1,000,000

0 10 20 30 Kilometres

0 10 20 Miles

North

8

Table 5.1 Provincial Parks in the Study Area

	Prairie Farmland Subregion				Ranchland Subregion			Mountainland Subregion
	Little Bow	Park Lake	Taber	Woolford	Chain Lakes	Willow Creek	Wyndham Carseland	Kananaskis
Size (hectares)	110	224	51	35	409	109	178	50,308
Camping Facilities								
Camping Sites	193	53	53	30	140	50	198	402
Group Camping			•		•		•	
Shelters				•	•	•		•
Fireplaces		•	•	•		•	•	•
Toilets	•	•	•	•	•	•	•	•
Showers								•
Picnic Area								
Shelters	•	•	•	•	•	•	•	
Tables	54	45	80	20	25	10	150	81
Fireplaces	•	•	•		•		•	•
Toilets	•	•	•	•	•	•	•	•
Recreation								
Fishing	•	•	•	•	•	•	•	•
Swimming	•	•		•		•		
Trails	•				•		•	•
Interpretive								•
Playground	•	•	•	•		•	•	•
Boating	•	•			•			•
Conveniences								
Boat launch	•	•			•			•
Groceries	•							•
Phone	•	•	•	•	•	•		•
Sewage Dump	•		•		•		•	•
Concession	•	•						•
Visitor Statistics (1982)								
Vehicles (no.)	28,257	62,956	9,871	7,416	21,397	5,389	30,527	See Table 5.2
Day Users (no.)	67,648	173,046	18,912	23,119	51,633	6,891	83,284	
Camping Parties (no.)	10,985	3,079	2,910	807	5,834	3,924	8,593	
Average occupancy								
- weekday	27%	35%	34%	7%	16%	30%	17%	
- weekend	86%	71%	84%	52%	70%	135%	73%	

Notes: • facilities are available
Day use figures are estimates only

Sources: Alberta Recreation and Parks, Parks Division, n.d. (a-g); Alberta Recreation and Parks 1982, 1983

nighthawks, northern orioles and warblers. Campground occupancy was high in 1982: 84 percent on weekends and 34 percent on weekdays.

Woolford Provincial Park, on the St. Mary River south of Cardston, has the smallest campground of the provincial parks in the study area. The campground serves as a stopover for people travelling to or from the United States. It is also a day use area for local residents. The 1982 occupancy was the lowest in the study area: 52 percent on weekends and 7 percent on weekdays.

Chain Lakes Provincial Park, in the Ranchland Subregion, is located in the Willow Creek Valley between the Porcupine Hills and the Rocky Mountains. Recreational opportunities include boating, camping, and fishing for rainbow trout. A children's fishing pond is stocked with trout. Weekend campground occupancy was 70 percent in 1982; weekday occupancy was 16 percent.

Willow Creek Provincial Park, at the east side of the Porcupine Hills, has 50 campsites. The camping area is small, but very busy. In 1982, weekend occupancy was 135 percent, as a result of overflow camping. Weekday occupancy was 30 percent. Alberta Recreation and Parks' plans to expand this campground are on hold at the present time.

Wyndham-Carseland Provincial Park is located on the Bow River, at the northern boundary of Chinook Country. The park is located one-day east of Calgary by raft or canoe, and is a frequent termination or stopover point for these river recreationists. In addition, the Bow River, at this location, is one of North America's most productive locations for brown and rainbow trout. The park is home to numerous migratory birds, including the Canada goose, goldeneye, and merganser. Visitor use is high, with over 83,000 day users in 1982. Campground occupancy was 73 percent on weekends and 17 percent on weekdays in 1982.

Thus, there is a variety of provincial parks in the Prairie Farmland and Ranchland subregions of Chinook Country. Water-based recreation activities are available on reservoirs and rivers. Hiking and nature observation are possible at all parks, although Chain Lakes, Wyndham-Carseland, and Kananaskis are the only three provincial parks with established hiking/skiing trails. Visitor use of these facilities is very high on weekends during the summer months. At the present time, Alberta Recreation and Parks has no plans for major expansion or upgrading of the facilities offered by these provincial

parks (W. Goldbeck, personal communication; M. Haxby, personal communication). A new provincial park was proposed for McGregor Lake several years ago, but has since been dropped by Alberta Recreation and Parks.

5.2 KANANASKIS COUNTRY

Kananaskis Country, announced by the Alberta Government in 1977, was created to maximize the recreation opportunities of a large area of accessible, attractive landscape through the planned integration of a variety of recreation uses. Kananaskis Country has been designated as a multiple use area; other activities such as oil and gas exploration and forestry are allowed. However, development is controlled strictly in order to avoid conflicting land uses.

The formulation of detailed management objectives for Kananaskis Country is an ongoing process. Broad management objectives have been priorized in the Kananaskis Country Integrated Resource Plan as follows:

- to maintain water quality, quantity, and flow regime;
- to provide a wide range of tourism, leisure, and recreational opportunities;
- to maintain the abundance, diversity, distribution, and recreational use of the fish and wildlife resource;
- to provide for the management and development of renewable and non-renewable natural resources, including range resources, energy resources (coal, hydro, petroleum, and natural gas), timber resources (harvesting, protection, reforestation), and fur resources;
- to protect the historic and archaeological resources and selected representative and unique areas of natural interest;
- to maintain and encourage research, education, and interpretation programs; and

- to provide opportunities for the private sector to participate in recreation and service centre developments in selected areas.

Of particular interest to this study are the broad objectives related to tourism. Parts of Kananaskis Country are being developed as a major year-round travel destination area. The management of recreational facilities is based on satisfying first provincial demand, followed by out-of-province demand. In addition, concessions and facilities are established to allow the private sector to participate in providing services.

The boundaries of Chinook Country include well over half of Kananaskis Country. The northern boundary of Chinook Country follows an east-west line along the northern boundary of Kananaskis Provincial Park. Thus, three major portions of Kananaskis Country are not included in this study: Spray Lakes Reservoir and the northern part of the Smith-Dorrien Trail; the main access route along Highway 40, including the Kananaskis Forest Experimental Station, Ribbon Creek, Mount Allan and Kananaskis Golf Course; and Elbow Falls Trail - Powderface Trail area, including the northern part of MacLean Creek Off-Highway Vehicle Area. The downhill and nordic developments planned for the 1988 Winter Olympics are located north of the Chinook Country boundaries. Nevertheless, within the study area, Kananaskis Country offers visitors a wide variety of outdoor recreation activities at over 50 designated sites. The main activities are summarized below. The facilities located in Kananaskis Provincial Park are identified in the accompanying tables.

5.2.1 Camping

Within Kananaskis Country in the study area, there are eleven campgrounds, offering 970 campsites. Three hundred and ten of these sites are located in the Park; the others are found in the eastern part of Kananaskis Country (Table 5.2). The latter sites were developed by the Alberta Forest Service and have basic services (water, firewood, tent pad, etc). These campgrounds are currently being transferred to Alberta Recreation and Parks by Order-in Council. Ford Creek, located along the Elbow River, is the largest campground, with over 200 sites. Sandy McNabb is also a large campground with over 100 sites. A variety of activities is offered at most campground sites including hiking trails, fishing, and canoeing.

Table 5.2 Camping Facilities in Kananaskis Country in the Study Area

	Units	Group Camping	Service Level	Activities			
				Fishing	Trails	Amphi-Theatre	Canoeing
Kananaskis Country							
Blue Rock	99		low[a]		•		
Cataract	102		low		•		
Etherington Creek	66		low		•		
Ford Creek	208		low	•	•	•	•
Highwood River	50	•	low	•	•		
Indian Graves	28		low				
North Fork	28	•	low		•		
Sandy McNabb	108	•	low		•		
Kananaskis Provincial Park							
Boulton[c]	130		medium[b]		•		
Elkwood[c]	130		medium		•	•	
Interlakes	50		low	•	•		•
TOTAL	970	3		3	10	2	2

Notes:
a) low service level - basic services (water, firewood, tent pad, etc.)
b) medium service level - basic services, plus a comfort station with showers
c) 1982 user statistics are available for Boulton and Elkwood campgrounds only (Boulton was only open for part of the 1982 season)

Campground	No. of parties	Average Weekday	Occupancy Weekend
Boulton	2421	10%	48%
Elkwood	9700	43%	94%

Source:s Alberta Recreation and Parks 1983; Alberta Heritage Trust Fund 1983.

Ford Creek and Elkwood campgrounds have amphitheatres for formal interpretive programs and entertainment. The campgrounds within Kananaskis Provincial Park have a higher level of service than those outside of the park. Two of the three campgrounds have a comfort station with showers.

5.2.2 Picnic Areas

In addition to picnic areas provided at campgrounds, picnic tables are provided at 36 day use sites throughout the part of Kananaskis Country included in this study (Table 5.3). Most of these areas have high quality scenic views.

5.2.3 Boating

Boating facilities are available at Upper Kananaskis Lake. However, the large fluctuations in the lake level, caused by power generation facilities, limits the use to periods of higher water levels.

5.2.4 Fishing

Naturally, Kananaskis Country provides good habitat for cold water sport fish species. In addition, many natural and man-made ponds are stocked with various trout species. Within the study area, fishing is available at over 20 sites.

5.2.5 Downhill Skiing

The Fortress Mountain downhill ski area is located at the northern edge of the study area. It offers excellent downhill facilities and a restaurant which is open during the winter months.

5.2.6 Trails and Interpretation

There are two Travel Information Centres within Kananaskis Country. These centres provide visitors with information about Kananaskis Country and Kananaskis Provincial Park, as well as the rest of Alberta. One of these, located near MacLean Creek, is within the study area. The other is on Highway 40, north of the study area. A third information centre is being planned for Highwood House at the south end of Kananaskis Country.

Table 5.3 Recreation Activities in Kananaskis Country Within the Study Area

	Picnic	Boat	Fishing	Downhill Skiing	Trail-head	Off-Hwy Vehicles	Eques-trian	Inter-pretive
Kananaskis Country								
Opal	•							
Fortress				•				
Grizzly Creek	•		•					
Ford Creek	•		•		•		•	•
Forget-me-not Pond	•		•					
Cobble Flats			•					
Fisher Creek	•				•			
North Fork	•				•		•	
Tombstone			•					
Sandy McNabb	•				•		•	•
Missinglink					•		•	
Indianoils					•		•	
Sheep River Falls	•							
Blue Rock					•		•	•
Junction Creek	•				•			•
Mount Lipsett	•							
Mist Creek	•		•		•			•
Picklejar	•							
Trout Ponds	•		•					
Lantern Creek	•		•					
Lineham	•		•					
Cat Creek	•		•					•
Fitzsimmons	•		•					
Eyriegap	•		•					
Sentinel	•		•		•		•	
Fir Creek	•		•					
Highwood River	•		•					
Etherington Creek	•		•		•	•	•	
Cataract	•		•		•	•		
Indian Graves	•		•		•	•		
Kananaskis Provincial Park								
Ranger Creek	•							
Sawmill	•							
Black Prince	•							•
Smith Dorrien	•							
King Creek	•							•
Pocaterra Area	•		•		•			•
Peninsula	•		•					
Elkwood								•
Valley Lookout	•							
Lakeview Lookout	•							
Little Highwood Pass								
Elbow Pass Jctn.	•		•		•			
Interlakes Area	•	•	•		•			•
Boulton	•		•		•			
Highwood Meadows								•
TOTAL	36	1	23	1	17	3	8	12

Source: Alberta Heritage Trust Fund 1983.

The main interpretive centre for Kananaskis Provincial Park and Kananaskis Country is located in the park. It has a great deal of information about park facilities. In addition, it offers an interesting audio visual presentation about the history of the park and displays about the natural environment of the park. Naturalists are available to conduct guided hikes and interpretive programs for visitors.

Within Kananaskis Country, trails are being developed for hiking, cross-country skiing, bicycles, equestrian use, snowmobiles, ATV's, strolling and interpretation. Many of the trails are used by more than one user group. There are 17 trailheads within the study area.

Two areas of Kananaskis Country have been set aside for special vehicular use. The MacLean Creek Off-Highway Vehicle Area can be used by all forms of vehicles in the summer and winter. Cataract Creek Snow Vehicle Forest Land Use Zone is open for use by snowmobilers in the winter months. Alberta Recreation and Parks is evaluating the need for additional facilities in the Cataract Creek area.

Kananaskis Country has traditionally been an area popular for trail riding. Thus, equestrian trails have been incorporated in the Kananaskis Country development. Access to these trails is possible at four locations in the study area.

In addition, self-guiding interpretive trails have been developed to acquaint visitors with the history and natural history of the area. At the present time, twelve interpretive trails have been opened.

5.2.7 Fixed Roof Accommodation

As indicated in Section 4.2, there are two fixed roof accommodation facilities within Kananaskis Country at William Watson Lodge and Fortress Mountain Ski Area.

5.3 WAYSIDE RECREATION AREAS

In addition to provincial parks, Alberta Recreation and Parks operates recreation areas. In the Prairie Farmland Subregion, these were previously operated by Alberta Transportation, and have been recently transferred to Recreation and Parks. The areas are maintained by a nearby Provincial Park. Recreation areas in Kananaskis Country were included in Section 5.2.

There is no charge for overnight camping in these areas. Facilities are limited to: picnic tables, pit toilets, water, kitchen shelters, and usually fire pits or camp stoves. Most of these areas are en-route sites geared for overnight stopovers. However, some, such as Travers Dam, are used for longer visits because they are located at good sites for water-based recreation.

There are four wayside recreation areas in the study area (Map 8): Carmangay, Chin Coulee, Chin Lakes, and Travers Dam. All are located in the Prairie Farmland Subregion. The facilities at these sites are summarized in Table 5.4 and detailed in Appendix C1. The Chin Coulee and Travers Dam sites are classified as destination sites by Alberta Recreation and Parks because they offer a variety of recreational opportunities including fishing, swimming and boating. Campers will stay at these sites for more than one night. Carmangay and Chin Lakes are classified as en-route sites and offer fewer recreation activities (fishing only).

5.4 ALBERTA TRANSPORTATION CAMPGROUNDS

Alberta Transportation operates roadside campgrounds as stopovers for travellers. There is no charge for camping in these areas. Facilities are limited to: picnic tables, pit toilets, water, kitchen shelters, and usually fire pits or camp stoves.

There are four Alberta Transportation campgrounds in the study area (Map 8). In the Prairie Farmland Subregion, they are located near: Raymond, Milk River, and the Waterton River. In the Ranchland Subregion, the single Transportation campground is located near Nanton. Recreation opportunities at all of these campgrounds are limited (Table 5.4). Waterton River offers fishing and hiking trails. Milk River offers fishing only.

Table 5.4 Summary of Wayside Recreation Areas, Transportation, Forest Service, Private and Municipal Campgrounds in the Study Area[a]

	Lethbridge Subregion	Prairie Farmland Subregion			Ranchland		Mountainland
	Municipal/ Private	Wayside	Transportation	Municipal/ Private	Transportation	Municipal/ Private	Forest Service
Campgrounds (no.)	2	4	3	9	1	6	4
Hookups	2			1		2	
Shower	1	1		2		6	
Fishing	1	4	2	1		2	4
Swimming	1	2		1			
Trailer			1			1	1
Playground	2			7		4	
Boating				1			
Groceries	2					2	
Concession	2			1		1	

Note: a) Kananaskis Country is not included

Source: Alberta Recreation and Parks 1983; Travel Alberta 1983a; G. Selland, personal communication.

5.5 ALBERTA FOREST SERVICE RECREATION AREAS

The Alberta Forest Service of Alberta Energy and Natural Resources operates campgrounds in the Green Area of the province. Like the Alberta Transportation campgrounds, the Forest Service campgrounds offer basic facilities, including picnic tables, pit toilets, water, kitchen shelters, and fire pits.

In the study area, the Forest Service operates four recreation areas in the southern part of the Mountainland Subregion: Dutch Creek, Livingstone Falls, Oldman River, and Racehorse Creek (Map 8). All four areas offer fishing; Oldman River has equestrian trails.

Visitor use statistics for these recreation areas are maintained by the Forest Service (Table 5.4). Dutch Creek has the heaviest use of the four areas, with 1341 weekend parties during April to November 1982. This represents 90 percent occupancy. Livingstone Falls and Racehorse Creek each had about 600 visitors during this period, with occupancy rates of 77 percent and 62 percent, respectively. Oldman River had the lowest use (236 parties) with an overall occupancy rate of 71 percent.

5.6 MUNICIPAL AND PRIVATE CAMPGROUNDS

There are 17 municipal and private campgrounds in the study area. Municipal and private campgrounds are considered together because they both offer a wider range of services and facilities than the provincial government facilities, and are usually located within or close to a town or larger community. The campground facilities are summarized in Table 5.4.

There is one private campground and one municipal campground in Lethbridge. Together, these campgrounds offer 196 sites, some being fully serviced, and both campgrounds have showers and a playground. The private KOA campground offers swimming and fishing, as well. Both campgrounds offer a wide range of conveniences: groceries, laundry, telephone, and sewage dump.

Good visitor statistics are maintained at Henderson Lake. Between 1981 and 1983, the number of visitors dropped from 15,107 to 12,300 (projected), largely due to the general

economic slowdown. In 1983, occupancy was 90 percent on the weekends and 70 percent on weekdays during the summer months. The average party size was three people and the origin of visitors was approximately 50 percent Alberta, 20 percent British Columbia, 20 percent U.S.A., and 10 percent other (Ron Peterson, personal communication).

There are nine private/municipal campgrounds in the Prairie Farmland Subregion. Three municipal campgrounds are located in or close to Cardston; two are operated by the municipal district and one is operated by the town. All three offer basic facilities, with no hookups. Only one campground has a playground. Of the other six campgrounds in the Subregion, only one has electrical and water hookups and two offer showers. All have playground facilities. One offers fishing and swimming; another offers boating. These campgrounds offer few conveniences.

There are six private/municipal campgrounds in the Ranchland Subregion, with over 300 campsites available. Only two campgrounds (128 sites) offer hookups; the others have basic services: shelters, fireplaces, tables, toilet, water. All six campgrounds have showers. Playground facilities are available at all of the sites, except the two in Vulcan. Fishing is provided at the Black Diamond and Longview campgrounds. The campgrounds in the Ranchland Subregion offer more conveniences than those in the Mountainland Subregion.

5.7 DAY USE AREAS ON IRRIGATION RESERVOIRS AND LAKES

The demand for water-based recreation is high in Chinook Country. In addition to the provincial parks and campgrounds located on lakes, rivers, and irrigation reservoirs, Alberta Environment and the local counties/communities operate day-use areas on many reservoirs. These areas provide facilities for picnicking, a playground, and general access to the water body for swimming, boating, or windsurfing. Overnight camping is not permitted. A list of existing and proposed facilities is included as Table 5.5.

Some of the Alberta Environment sites are located at the dam or spillway. This provides the opportunity to enhance the appearance of the site, to control access, and to prevent accidents. Irrigation reservoirs are not always compatible with recreation development because the demand for irrigation water in the summer months coincides with the demand for recreational use. Large drawdowns affect both safety and appearance of the

Table 5.5 Day Use Areas[a] on Irrigation Reservoirs and Lakes in Chinook Country

Reservoir/Lake	Alberta Environment	County or Community
Badger Lake		o
Chin Lakes	o	
Clear Lake		●
Henderson Lake		●
Jensen Reservoir	o	
Keho Lake		●
Little Bow Reservoir	●	
McGregor Reservoir	o	●
Milk River Ridge Reservoir	●	●
Murray Lake		●
Stafford Lake	o	o
St. Mary Reservoir	●	
Travers Reservoir	●	●

Notes: a) This does not include day use areas associated with Provincial Parks or other campgrounds.
● existing area
o proposed

reservoir. Alberta Environment is developing new policies and guidelines for development around these reservoirs to help minimize conflicts.

5.8 GUEST RANCHES

The four guest ranches in the study area are all operating ranches. Guests have the opportunity to take part in the everyday life of the ranch and to participate in outdoor activities such as trail rides, hiking, and fishing. Accommodation is generally provided in the main ranchhouse or special outbuildings. Each guest ranch is described below.

Timber Ridge Lodge, located south of Nanton, is in the foothills, with a magnificent view of the Rocky Mountains. Accommodation is available in nine rustic farmhouses; camping facilities are also provided. Meals are served for both overnight guests and daytime visitors. Activities offered at the Timber Ridge Lodge include trail riding and hiking. Visitors come from Canada, United States, Britain, and Germany and stay at the lodge for an average of one week (B. Jones, personal communication).

Home Place Ranch, located west of Priddis, was homesteaded in 1912. All of the original buildings are still standing, offering visitors a first-hand look at Alberta's history. Activities offered include trail rides, sleigh rides, cross-country skiing, hiking, and sightseeing. Guests come to the ranch from Canada, United States, Europe, and Japan, and stay at the ranch for an average of five days (M. McKenny, personal communication).

Mesa Creek Ranch is a 1200 hectare ranch located in the foothills, west of Millarville, and bordering Kananaskis Country. Accommodation is offered in the ranch home, and meals are taken with the family. Activities offered at the ranch include horseback riding, hiking, cross-country skiing, and fishing. Visitors generally come from Canada, United States, England and West Germany, and stay an average of 4 to 6 days (L. Glaister, personal communication).

Box X Ranch, located 40 km west of Claresholm, offers overnight accommodation and meals. Activities offered at the ranch include barbecues, trail rides, hiking, hay rides, sleigh rides and cross-country skiing. The owners of this ranch also operate the **Timber Mountain Packtrain** for trail riding, back country camping, and hunting in Waterton Lakes National Park, in Chinook Country south of the study area, and the Willmore Wilderness Area north of Jasper National Park.

5.9 ADVENTURE TOURS

Chinook Country, particularly the Mountainland Subregion in the west, offers ideal terrain for a variety of unique outdoor activities, including cycling, river rafting, and fishing. Although the actual t rs take place in Chinook Country, the trips originate in communities outside of the study area. The current opportunities for each of these activities in the study area are described below:

Rocky Mountain Cycle Tours offer bicycle tours in Kananaskis Country. The trips depart from Banff and travel through Kananaskis Country to Kananaskis Lakes in the Park.

Odyssey Tours, part of the **Canadian Adventure Travel Corporation**, provides rafting expeditions on five major rivers in Alberta. Two of these, the Highwood River and the Oldman River, are located in the study area. The Highwood River trip, offered between 1 and 17 June, is a one-day expedition recommended for experienced rafters. The Oldman River trip, offered every weekend between mid-May and mid-July, lasts two days and includes whitewater rafting and some hiking to side stream waterfalls. Trips originate in Calgary.

Mad Rafters River Tours offers two-day whitewater trips on the Oldman River every weekend between 25 May and 21 June. Trips originate in Coleman.

Bow River Company provides fishing expeditions to the Lower Bow River. Trips originate in Calgary and travel downstream as far as the Carseland Weir. Boat, guide, transportation, and lunch are included. The season is mid-June to early October. This is an excellent trout fishing area, and a variety of fishing methods, particularly fly fishing, are used.

5.10 AGRICULTURE TOURS

The primary land use in Chinook Country is agriculture. Ranching, dryland farming, and irrigated farming are all practiced in the region. Agricultural bus tours of various parts of Chinook Country are offered by some tour companies because of the wide variety of agricultural practices concentrated in this region. The primary participants in these tours are other farmers from Canada, the United States, and other parts of the world (eg. Japan, Russia, and China) (D. Wentz, personal communication). This United States market is very important. Many farm groups arrange bus tours of the Rocky Mountains, Pacific Coast, etc. If these tours include any agricultural interest, they can be used as a tax write-off. In recent years, the only agricultural stop on some of these tours has been the Lethbridge area.

Group tours of the agricultural resources of Chinook Country are arranged on a tour-by-tour basis by the Department of Agriculture and the Chinook Country Tourist Association. Depending upon the interest of the tourist group, the tour will include visits to various cultural attractions, as well as tours of the Research Station in Lethbridge, selected farms, irrigation facilities, and food processing plants. Some of the major food processing plants which have been visited by these tours include:

- Canbra Foods - Lethbridge (margarine, cooking oils);
- General Foods - Lethbridge (assembly line); and
- CDM Packing - Lethbridge (meat packing)

Other food processing plants located close to the study area which are included on the agricultural tours include the canning factory and sugar beet factory in Taber, a cheese factory in Glenwood, and a vegetable packing plant in Brooks.

Tours of farming operations include selected aspects of the operations, such as: feedlots, irrigation equipment, salinity projects, tile drainage, specific crop production, ranching methods, horse breeding, etc. The entire irrigation process, including dams, spillways, canals, and field irrigation, is also interesting to visitors on agricultural tours. Tours of irrigation districts may be provided by the district manager, if requested.

5.11 INDIAN RESERVES

There are two Indian Reserves in the study area: the Blackfoot Reserve and the Blood Indian Reserve. The history of these two bands is described briefly in Section 3.0. Although neither band caters specifically to tourists, both bands have several activities/attractions of interest to visitors.

The Blackfoot Reserve, located along the Bow River at the north end of the study area, hosts Indian Days and the Indian-Cowboy Organization Rodeo. Although these events are attended primarily by native people, others are welcome. These events were advertised in Calgary in 1982.

The Blood Indian Reserve, located in the south part of the study area, includes the community of Stand Off. The annual Kainai Indian Days celebrations held in July are attended by local Indian people and some from Montana. The Red Crow Arts and Crafts Centre sells handmade clothing and souvenirs. The Indian Band has been considering expanding this outlet to include an interpretive or information centre. The location of Stand Off on Highway 3 makes this a good location to attract both Canadian and American tourists.

5.12 HUTTERITE COLONIES

As indicated in Section 3.2.11, there is a large number of Hutterite colonies in the study area. The Chinook Country Tourist Association has prepared a comprehensive list of all Hutterite colonies in the tourist zone. This is included as Appendix A.5.

The unique Hutterite communal lifestyle and the high agricultural productivity that characterizes these colonies are of interest to many visitors. Most of the colonies already offer group tours by prior arrangement, and are willing to continue this practice.

5.13 OTHER REGIONAL RESOURCES

Chinook Country offers a variety of other resources with tourism potential, including:

- whitewater sports;
- airsports;
- auto tours; and
- bus tours.

Canoeing and kayaking are popular sports on the whitewater reaches of the Oldman and Highwood Rivers in the spring and early summer when water levels are high. In addition, canoeists frequent the more pristine reaches of the Bow River, south of Calgary, the Oldman River, and the Milk River. Reach reports describing conditions were prepared by the Alberta Canoe Association with funding from Alberta Recreation, Parks and Wildlife. The reports were published by Travel Alberta (n.d.). However, they are now out of print and difficult to obtain.

Claresholm is a nationally recognized centre for airsports, including sky diving, hang gliding, and hot air ballooning. Generally, people come to Claresholm to participate in these sports from Calgary and the local region. The wind and updraft conditions at Claresholm are particularly suitable for these types of activities. In 1983, the National Soaring Championships, National Sport Parachuting Championships, and World Skydiving Championships were held at Claresholm.

The Travel Alberta Auto Tour Guide identifies five tour routes through parts of Chinook Country, which highlight local sights and attractions. These tours are called the Ranchlands Tour, Forestry Trunk Road Tour, Foothills Tour, Waterton Lakes Tour, and the Irrigation Tour. In addition, the Town of Claresholm, in conjunction with the Chinook Country Tourist Association, has prepared a Circle Tour of attractions in the Ranchland area west of the town. It highlights various ranches and historic sites of interest to travellers. Opportunities for developing additional auto tours were discussed in Section 1.3.

Bus tours, particularly by retired people, represent a market for Chinook Country that has barely been tapped. Bus tours from Calgary to Waterton Park must pass through the study area. Similarly, most American bus tours en route to Calgary, Edmonton, Banff,

and often Vancouver, also pass through the study area. Although some of these buses stop in Chinook Country, many pass right through. Improved marketing of facilities and attractions of Chinook Country could be used to make it desirable for these tour buses to stop in major centres such as Lethbridge or Cardston.

6

6.0 MARKET ANALYSIS

6.1 INTRODUCTION

The Chinook Country Tourism Destination Area is one of the most popular tourist zones in the Province of Alberta. Only the Calgary and Edmonton metropolitan areas and Banff National Park receive more visitors (Travel Alberta 1982). As was the case in all tourist zones in Alberta, the number of visitors to Chinook Country increased during the period from 1976 to 1983. Thus, the future growth potential for the tourist zone is excellent.

The majority of visitors to the area are day-users or short-term visitors. This tourist zone is also a major point of visitor entry to, and exit from, the province so there is considerable pass-through traffic. A large number of visitor parties travel to the area to visit friends and relatives, whereas many others enjoy sightseeing, outdoor recreation opportunities, cultural activities, and other events which Chinook Country has to offer.

The following sections describe travel patterns in Chinook Country as well as visitor profiles, activities, and behavioral trends. The potential for increasing the tourism/recreation market is discussed in terms of marketing/development concepts and promotion to achieve this end.

6.2 COMPOSITION OF TOURISM/RECREATION MARKET

The tourism market of Chinook Country consists of visitors who fall within four broad categories: local, provincial, national, and international.

The **local market** includes residents of the city, towns, villages, hamlets, and rural areas within the tourist zone. Local residents are an important market, not only due to their business, personal, and recreational/cultural expenditures in the zone, but because they draw friends and relatives to the area who, in turn, provide tourist revenues.

The **provincial market** is made up of residents of Alberta who live outside the zone. This is currently the largest tourism market for Chinook Country and it has the greatest potential for growth, particularly Calgary and area residents.

The **national market** is made up of visitors from other parts of Canada. Historically, British Columbia and Saskatchewan have provided the largest number of visitors to the zone.

The **international market** includes the United States and other countries around the world. The United States, particularly the northwest states and the west coast states, has historically provided the greatest number of international visitors.

In this section, the travellers from Alberta are termed "residents", and travellers from the rest of Canada and other countries are called "non-residents".

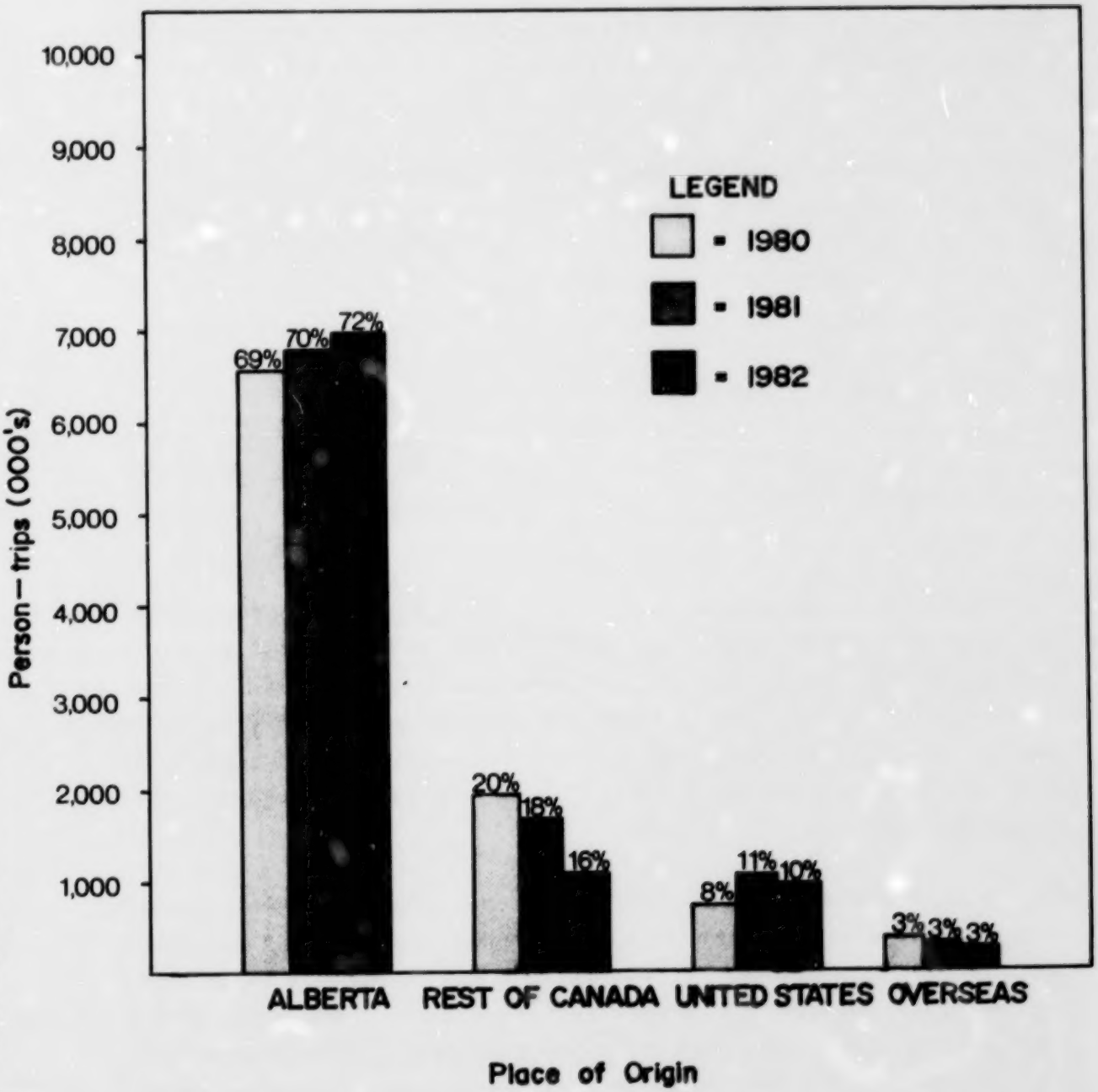
6.3 TOURISM/RECREATION OVERVIEW

6.3.1 Travel Patterns

During the period from 1980 to 1981, the number of person-trips of one or more nights spent in Alberta by residents and non-residents of the province, increased from 9,596,000 to 9,873,000. However, in 1982 the number of person-trips declined to 9,679,000, largely as a result of the economic recession. As shown in Figure 6-1, Alberta residents were responsible for 69 percent to 72 percent of the person-trips of one night or more during this three year period. Canadians from other provinces represented the second largest group of visitors to the province (16 to 20 percent), followed by residents of the United States (8 to 11 percent) and overseas countries (3 percent). While the number of non-resident visitors declined between 1981 and 1982, travel within the province by Albertans increased (Appendix D.1). This was largely a result of the slow economic conditions which caused people to take shorter trips and stay closer to home.

The same travel trends are evident in Chinook Country. As a main destination point, Chinook Country was most often visited by Albertans (55 percent), residents of other provinces (29 percent), Americans (13 percent), and visitors from overseas countries (3 percent) (Travel Alberta 1982; Tourism Canada 1983). The number of person-trips by Albertans to Chinook Country is significantly greater than the number of non-resident person-trips. Thus, Alberta residents offer the best potential market for growth and expansion of the Chinook Country tourism industry.

Figure 6-1. Origin of Vistors to Alberta staying one or more nights.



Out of 3.9 million non-resident person-trips recorded in Alberta in 1982, 1.05 million or 27 percent of the person-trips were made through Chinook Country. However, only 428,400 person-trips to Chinook Country were for a duration of one or more nights (Travel Alberta 1982). This indicates that less than one-third of the non-residents travelling in the province visited the tourist zone, and most were day-use visitors or just passing through. Notwithstanding, pass-through motorists make expenditures in the zone on such items as oil and gas, meals, and the purchase of other goods and services.

The automobile is the primary mode of transportation for Albertans and non-residents travelling within the province and Chinook Country. Nevertheless, in recent years there have been increases in air travel to Alberta by Canadian visitors from other provinces. A detailed breakdown of the mode of transportation used by non-resident visitors to Chinook Country is shown below (Travel Alberta 1982):

Cars	52 percent
Recreation Vehicles	23 percent
Airline	11 percent
Truck	7 percent
Bus	4 percent
Other	3 percent

The major points of entry to the province for non-residents visiting Chinook Country are the Canada/U.S.A. border crossing points in the zone, the Crowsnest Pass on Highway 3, Medicine Hat on Highway 1, and the Calgary International Airport. Twenty-four percent of non-resident visitors to the zone enter the province from British Columbia on Highway 3 through the Crowsnest Pass, and 25 percent enter at the four Canada/U.S.A. border crossing points (Travel Alberta 1982). Three of these border crossing points are in Chinook Country.

The number of United States registered vehicles entering Alberta at the border crossing points in the zone increased steadily between 1980 and 1982 (Statistics Canada 1980, 1981b, 1982). The peak period of this auto traffic is July and August, with the buildup beginning in June and tapering off dramatically after September. The port of entry at Coutts receives all commercial truck traffic throughout the year and the majority of the automobile traffic. However, during the summer peak periods Carway receives the

greatest volume of United States automobiles, followed by Coutts and Chief Mountain, respectively.

Highway travel in Chinook Country is concentrated on Highway 2 between Calgary and Fort Macleod, and Highway 3 between Fort Macleod and Lethbridge (Appendix D.1). The greatest traffic volumes throughout the year, and the largest increases in traffic volumes during the summer months were recorded on these stretches of highway. (Alberta Transportation, System Planning Branch 1982a). From 1977 to 1981, traffic volumes on these highways increased; however, in 1982 traffic volumes declined slightly (Alberta Transportation, System Planning Branch 1982b). This phenomenon has occurred across the province in 1982 and is largely attributed to the general economic recession.

Other primary highways within the zone which receive substantial traffic volumes, particularly during the summer months, are:

- Highway 2 between Cardston and Fort Macleod,
- Highway 3 between Lethbridge and Taber,
- Highway 4 north of Stirling,
- Highway 5 south of Welling,
- Highway 23, and
- Highway 36 between Vauxhall and Taber.

During the period of May to September 1982, the average daily traffic volumes on these highways ranged from 2,300 to 4,400 vehicles. Prior to 1982, traffic volumes on these highways showed gradual annual increases, whereas during 1982, traffic volumes remained static or dropped marginally (Alberta Transportation, System Planning Branch 1982b). It is speculated that the leveling off of traffic counts is largely as a result of slow economic conditions of 1982, which have resulted in fewer and shorter business and pleasure travel trips.

Knowing the main points of entrance/exit to and from the zone, as well as the heavily travelled routes within Chinook Country is useful in determining where promotional information should be made available to travellers. It is also useful in identifying logical points of departure, from heavily used traffic routes to theme routes, scenic tours, or circle tours.

6.3.2 Visitor Profiles

The majority of Alberta residents that considered Chinook Country to be their primary destination point or furthest destination in the province were under 45 years of age. The concentration of people in the under 15 and 25-34 age categories suggest that there could be a large number of young married couples travelling with children. This is borne out by the fact that in excess of 60 percent of the travellers were, or had been, married. Excluding children under 15, approximately half of the visitors to the zone had achieved a high school education or better. Occupations most often represented by persons over 15 years of age were professional/technical, service, and clerical (Tourism Canada 1982).

The average party size of non-residents that visited Chinook Country for one or more nights in 1982 was 2.04. Less than one-third of these parties travelled with children. More than half of the chief wage earners in the visiting parties were 45 or older and most had obtained at least a high school education. Their occupations varied considerably, but three major occupational categories predominated. By order of magnitude, these categories were: retired, managerial or other professional, and labourer. Annual household income of the majority of the visiting parties ranged between medium and high (Travel Alberta 1982).

The majority of non-resident households visiting the zone for one or more nights had friends and/or relatives living in the province, and most had visited Chinook Country before. Earlier trips had, for the most part, occurred during 1981 and 1982. Friends and relatives, as well as previous experience in the province, were influential factors and planning sources for the trip (Travel Alberta 1982).

The visitor profile information indicates that Alberta visitors to Chinook Country differ markedly from non-residents. Non-resident visitors tend to be well educated, older couples, most of whom are retired and travelling without children. Alberta visitors are mainly younger working couples, many of whom are travelling with children under 15 years of age. The activities, interests, and needs of these two market categories will differ, and should be addressed in an effective tourism development and promotional campaign.

6.3.3 Visitor Activities

In a recent study, it was found that the purposes of non-residents visiting Chinook Country for one or more nights were vacation (49 percent), visiting friends and relatives (33 percent), and personal business (7 percent). When Chinook Country was identified as the main destination of the trip, both Albertans and non-residents cited visiting friends and relatives as the primary purpose of the trip, followed by vacation and personal business (Travel Alberta 1982; Tourism Canada 1982).

In addition to visits with friends and relatives, activities of non-residents visiting Chinook Country included sightseeing by car, picnicking, camping, photography, shopping, and visits to local attractions and historic sites. Alberta residents visiting the zone participated in many of these activities with the most popular activities being picnicking, camping, water based activities, sightseeing by car, and attending special events (Alberta Recreation and Parks 1979, 1983).

In addition, there is a small but increasing number of charter bus tours to the zone which originate in Calgary and the United States. Calgary based charter tours include one day sightseeing tours for senior citizens and one to five day sightseeing or farm tours for foreign visitors (Pacific Western Transportation 1982; Brewster Transportation 1982; Cardinal Coach Lines 1982). Several companies and groups based in the United States and Europe organize farm tour itineraries within the zone. These farm tours are often part of western Canada scenic charter bus tours which stop overnight in Lethbridge and then spend one to two days touring farms in Chinook Country before leaving the zone (R. Smith, personal communication).

Expenditure patterns of non-residents visiting the zone for one night or more showed that the average amount of money spent per household per day was $51, and the total amount spent per household while in Chinook Country ranged between $200 and $450. Main expenditures included gas and oil, meals and refreshments, and lodging. These are also the primary expenditures of Alberta residents visiting the zone (Travel Alberta 1982).

Thirty-seven percent of non-residents visiting Chinook Country for one or more nights stayed with friends and relatives, while 37 percent stayed in motels and hotels, and 14 percent stayed in parks and campgrounds. Alberta residents vacationing in the zone tended to be day users or weekend visitors. Provincial parks in the zone are heavily used

by this group on weekends during the summer months. Alberta residents visiting friends and relatives in the zone tended to stay in private homes. In 1981, motels and hotels in the zone operated at 69 percent of total capacity whereas in 1982, occupancy dropped to 61 percent. Within the zone, tourism accounted for 28 percent of motel and hotel occupancy in 1981, and increased to 36 percent in 1982 (Table 6.1). Motel and hotel facilities appear to be more than adequate to meet the occupancy demand resulting from tourism in the zone.

Activities, expenditure patterns, and accommodation used by persons visiting the zone are used to evaluate the adequacy of local facilities, services, and resources to meet tourist needs. It also highlights the opportunities for further development of sightseeing and agricultural tours, as well as theme routes in the zone.

6.3.4 Visitor Behavior and Trends

The implications of visitor behavior on tourism and recreation in Chinook Country are discussed below. Three behavioral considerations are:

- effects of the economic recession on vacation travel;
- participation by Albertans in outdoor recreation; and
- vacation travel planning decisions.

Effects of the economic recession are evident in the vacation travel patterns of residents of Alberta, Canada, and the United States who visit Alberta and Chinook Country. The number of Alberta residents travelling to other provinces in Canada has decreased, whereas the number of Albertans travelling within the Province of Alberta has increased. Thus, Chinook Country's largest tourism/recreation market is increasing and should continue to do so in the foreseeable future.

Vacation travel to Alberta by Canadians from other provinces has been decreasing since 1980. Canadian visitors represent less than 20 percent of all travellers visiting Alberta for one night or more. Only 8 percent of Canadians visiting Alberta spend one or more nights in Chinook Country. More Canadian visitors to Chinook Country are in the 35 and over age group than in the 20 to 34 age group. However, many visitors from both of these age groups are travelling with children under 15 year of age (Tourism Canada 1982; Travel Alberta 1982).

Table 6.1 Motel/Hotel Occupancy: Chinook Country Tourist Zone, 1981 and 1982.

	1981	1982
Industrial	38 percent	40 percent
Commercial	20 percent	16 percent
Tourism	28 percent	36 percent
Groups/Meetings	11 percent	7 percent
Other	3 percent	2 percent
TOTAL	100 percent	100 percent

Source: S. Nieuwenhuis, personal communication.

The decline in Canadian visitors to Chinook Country should not have a major effect on the tourism/recreation revenues in the zone. When economic recovery in Canada gains momentum, personal trips to the zone by this market sector should increase.

In 1982 the number of United States residents visiting the zone was less than 20 percent (166,260) of all overnight person trips to Chinook Country; however, their numbers continue to increase annually. There is no indication that this trend will change.

There has been a dramatic increase in **participation by Albertans in outdoor recreation** activities in the past 20 years. This has direct implications for tourism and recreation development planning for Chinook Country because the zone offers a wide array of outdoor recreation opportunities. The 1976 Survey of Fitness (Statistics Canada) showed that Albertans were second only to British Columbians in activity level of sport and physical recreation. This has been reflected in outdoor pursuits in particular. A survey of Alberta residents about outdoor recreation, conducted by Alberta Recreation and Parks in 1979-80, found that activities participated in most often by Albertans were picnics, swimming, walking, ice skating, nature walks, bicycling, fishing, hiking, and tent camping. Consistent with these results has been the significant increase of Alberta households owning bicycles, camping equipment, trailers, and canoes (Appendices D.2 and D.3). In addition, new outdoor pursuits have surfaced in the province which have involved new segments of the population. Outdoor activities rapidly gaining popularity are cross-country skiing and water-based activities such as canoeing, windsurfing, white water rafting, and kayaking (Alberta Recreation and Parks 1983).

Use of the provincial parks system in Alberta has increased from 717,604 camper nights (one camper staying one night) in 1974 to 1,132,911 camper nights in 1982. However, a significant factor in this growth was the increase in site developments and facilities available at the parks. Individual parks in Chinook Country have experienced even more dramatic increases in usage. Kananaskis Provincial Park has had camper nights increase from 19,485 in 1978 to 47,950 in 1982, with expanded facilities and services being a major factor (Alberta Recreation and Parks 1983). Many provincial parks in Chinook Country have recorded usage rates of 80 percent to 150 percent on weekends, often necessitating the use of unserviced overflow campgrounds. Weekday usage is significantly lower. It is reasonable to assume that the current lowering of real disposable income, increasing energy costs, and the trend of increased participation in outdoor recreation by

Albertans will result in more tourism/recreation trips within the province, and further increase the demand placed on provincial park facilities in Chinook Country.

Vacation travel planning decisions, which include the duration of the trip, destination, transportation, activities, and accommodation, are important in evaluating tourism promotion strategies. Research on vacation travel planning has identified three market segments which should be reached through tourism/recreation promotion:

- people who make travel decisions prior to their trip;
- people who make travel decisions during their trip; and
- friends and relatives of the people taking the trip.

Generally, 28 to 40 percent of travel decisions are made two months or more prior to the trip. Fifty percent of the decisions are made one month prior to the trip and only 10 to 20 percent of the decisions are made during the trip. Travel decisions are made jointly by the husband and wife in family travel parties, with the husbands having slightly more influence in the final decisions. Friends and relatives also influence travel decisions, but to a lesser degree than the households embarking on the vacation (Jenkins 1978; Myers and Moncrief 1978). This has direct implications in tourism/recreation marketing in the zone. Tourism/recreation promotion should be directed at the Albertan, Canadian, and American markets year-round because 80 percent of the travel decisions are made before the trip. However, tourism promotion within Chinook Country prior to and during the summer months is important, not only to the 10 to 20 percent of the travellers who make decisions en route, but also because local friends and relatives of vacationers influence travel decisions prior to, and during, the trips.

6.4 TOURISM/RECREATION MARKET POTENTIAL

Tourism/recreation market potential for Chinook Country was assessed using a demand/supply analysis and by identifying and evaluating the market goal and objectives. Development concepts and promotion strategies designed to achieve the market goal and objectives are discussed in Section 6.5.

6.4.1 Demand/Supply Analysis

As a result of information gaps, the demand/supply analysis should be interpreted as a general overview of tourism/recreation in the zone. Statistical data represents the order of magnitude rather than accurate figures.

The demand for tourism/recreation in Chinook Country is reflected in the number of person trips (one or more nights) to the zone. Table 6.2 provides a breakdown of person trips to the zone by market sector in 1982. Approximately 900,000 person trips were made to the zone during 1982 and half of these trips were made by Albertans.

An indication of visitor demand on community and regional resources was presented in Sections 4.0 and 5.0. The ability of community-based and regional tourism/recreation resources to satisfy the demand represents the supply side of the demand/supply equation.

Community resources, including essential services, attractions, and events, are currently operating below capacity and are able to accommodate increased visitor demand. Of all the regional resources discussed in Section 5.0, only provincial parks and Alberta Forest Service campgrounds appear to be operating at or near capacity (particularly on weekends). As such, there is a need for further development within existing provincial parks and campgrounds, more water-based opportunities, and greater access to existing water bodies which have tourism/recreation potential.

The increasing demand for agriculture related tours could: necessitate increasing the number of farm operations participating in these touring programs; place increased pressure on the facilities of the Lethbridge Research Station; and necessitate the development of an agricultural facility specifically designed to interpret the history, present status, and future of agriculture in Alberta.

Table 6.2 Visitor Demand: Chinook Country Tourist Zone, 1982.

	# of Person Trips (1+ nights)	Percent
Alberta Residents	450,000 [a]	51 percent
Canadian Residents	250,920 [b]	29 percent
American Residents	166,260 [b]	19 percent
Overseas Countries	11,220 [b]	1 percent
TOTAL	878,400	

Notes: a) represents number of Albertans travelling to the zone as their primary destination or their furthest destination within the province, and therefore should be interpreted as a minimum number
b) represents non-residents visiting the zone (one or more nights) during the period of May to October

Sources: Travel Alberta, 1982; Tourism Canada, 1982.

6.4.2 Market Goal and Objectives

The marketing goal of Chinook Country is to increase the level of tourism in the zone. Five overall objectives have been identified to achieve this goal:

- attract more non-resident visitors (Canadian, American, and Overseas) to the zone;
- attract more Alberta residents who are currently vacationing outside the province;
- delay non-resident visitors passing through the zone;
- attract more Alberta residents who are currently travelling within the province; and
- extend the trip duration of Alberta residents visiting Chinook Country, from day trips and weekend visits to longer visits.

Each of these objectives is assessed below.

6.4.2.1 Attract More Non-Resident Visitors to the Zone

The goal of attracting more non-resident visitors to Chinook Country can be assisted through Travel Alberta's out-of-province tourism campaign, which is designed to draw non-residents to the province. Chinook Country lacks recognition outside the province for attractions, events, and facilities and, as such, requires marketing and promotion at trade and sport shows, and travel literature availability throughout North America. Some gains in this market can be made through word-of-mouth information provided to non-residents by friends and relatives living in the zone. In addition, major events like the Calgary Stampede and advertising campaigns by Travel Alberta in other provinces will result in pass-through traffic which may be temporarily captured.

6.4.2.2 Attract More Albertans Travelling Outside the Province to the Zone

This objective has limited potential. In excess of 100,000 Albertans leave the province each year on airline charters (Statistics Canada 1981b). Their destinations include the United States, Europe, Mexico, and the Carribean. People are taking these trips for the purpose of skiing or sun resort vacations, gambling junkets, visits to large cosmopolitan cities, visits to foreign countries, and to visit friends and relatives. Given the

destinations and purposes of the charter flights, it is doubtful that this market could be attracted to Chinook Country. In addition, airline seat sales make it less expensive for Albertans to travel to exotic destinations outside the province than to travel to some locations within the province.

Alberta residents leaving the province by automobile for destinations in the United States or other provinces present some market opportunities. However, they would be primarily limited to day use or overnight pass-through traffic. Persons travelling south to the United States on business, personal, or family affairs are unlikely to spend more than one day or night in the zone. Many Albertans, particularly from the Calgary area, own resort property in British Columbia and travel there on weekends and holidays throughout the year. Due to the Eastern Slopes Policy, which prohibits private development in Alberta's Green Area, it is unlikely that these people will become anything more than pass-through traffic. However, other Albertans spend their holiday vacations travelling throughout British Columbia. Due to the fact that more than 80 percent of people travelling on vacation plan their trips in advance, attempts should be made to attract these people to the zone or to reroute their travel to or from British Columbia through the zone before they start the trip. This would require an advance promotional campaign at their place of origin in the province. Promotional campaigns could take the form of advertisements in the media, vacation magazines, trade show presentations, and displays.

6.4.2.3 Lengthen the Stay of Non-Residents Who Pass Through the Zone en route to Other Destinations

This objective has potential but it is somewhat restricted by the fact that in excess of 80 percent of the vacation travel decisions are made in advance of the trip. The primary market will be the 10 to 20 percent of non-resident vacationers who make their travel decisions during their trip. It should be pointed out, however, that those parties who have planned their vacation in advance, have built in some flexibility insofar as accommodation, routing, and activities are concerned. Realistically, the duration of stay of this market group within the zone would be one to two days.

6.4.2.4 Attract More Albertans, that Generally Vacation Outside the Province, to the Zone

Attracting Alberta residents to the zone, who currently vacation within the province, represents the most viable and promising tourism objective. It is the largest potential tourism market and it is increasing annually. Due to the size and distribution of this market, marketing and promotional strategies would be best focused on the zone, the Calgary metropolitan area, and, to a lesser degree, Edmonton.

6.4.2.5 Extend the Trip Duration of Albertans Visiting the Zone

This is an important goal that should be pursued as a medium- to long-range objective. Current visitor patterns within the region are primarily day trips or weekend outings. Longer visits are recorded by persons visiting friends and/or relatives. In order to extend the duration of trips significantly, further development of the region's biophysical, regional, and community tourism and recreation resources will be required. Tourism/recreation development opportunities to achieve this goal are identified in Section 1.3.

6.4.2.6 Expand the Tourism Season in the Zone for Residents and Non-Residents

Currently, tourism in Chinook Country is concentrated during the summer months. However, the tourism season could be expanded to the shoulder seasons (spring and fall) or year round through promotion directed at such groups as industrial and professional organizations, senior citizens, and schools, for conventions and pre-arranged tours.

6.5 MARKETING/DEVELOPMENT CONCEPTS AND PROMOTION STRATEGIES

6.5.1 Marketing/Development Concepts

To achieve Chinook Country's market goal and objectives, a number of marketing/development concepts are presented along with promotion suggestions.

- **Ensure people entering the zone are fully aware of the full range of tourism opportunities, attractions, and facilities that are available.**

  Highlights of biophysical and historical resources should be included in promotion of the zone along with the range of regional resources, community resources, and recreation activities that are available throughout Chinook Country. Resources of the individual subregions could be linked through the use of circle tours and theme tours.

- **Ensure that visitors to established destination points in the zone are aware of other tourism opportunities, attractions, and facilities in the immediate area of the desination.**

  The idea would be to link and integrate existing destination points with other tourism/recreation opportunities in the area. This could be accomplished through organized tours, self administered auto tours, or tour brochures available from existing destination points such as Lethbridge, Little Bow and Park Lake Provincial Parks, and Cardston. Opportunities could include smaller attractions and local events.

- **Expand and improve existing tourism/recreation attractions and facilities.**

  Examples where tourism/recreation demand could be increased through improvement or expansion are:

  - relocate the Remington Heritage Collection and upgrade the display;
  - improve the Cardston streetscape;

- add camping sites and associated services to Willow Creek Provincial Park;
- improve and increase access to water bodies in the zone such as McGregor Lake, Travers Reservoir, and Park Lake, for the purpose of water-based recreation;
- improve access between Galt Museum and Fort Whoop-Up;
- modify Galt Museum with more emphasis on the interpretive facility and less emphasis on the archives;
- develop themes and interpretation, as well as better layout and displays, at Fort Whoop-Up; and
- expand stopping point at The Tap in Nanton.

- **Develop educational and industrial tours.**

In addition to the existing tours offered in the zone, the following tours are recommended:

- agricultural interpretive centre tour;
- Hutterite colonies, horse ranches, cattle ranches, dry land and irrigation farming tours;
- oil and gas industry tour, Turner Valley; and
- N.W.M.P./R.C.M.P. Interpretive Centre tour.

- **Develop new tourist/recreation attractions and opportunities.**

The new attractions and opportunities should be integrated with, and located near, existing attractions and opportunities. Ideas for new development include:

- an Agricultural Interpretive Centre in Lethbridge;
- walking or carriage tour of Cardston;
- historic site development and interpretation of Fort Benton Trail at Lee Creek Crossing;
- Native Interpretive Centre and craft shop at or near Fort Whoop-Up;
- water slide in Lethbridge;
- ghost town interpretation;

- interpret RCAF training schools; and
- N.W.M.P./R.C.M.P. Interpretive Centre and bookstore in Lethbridge.

- **Improve transportation routes, signage, and access to opportunities and attractions in the zone.**

  Specific examples include:

  - upgrade signage, provide access for vehicle traffic travelling west on Highway 3 to the Cut Off interpretive viewpoint, and develop a picnic area at the site;
  - pave surface of Highway 22 from Longview to Highway 3;
  - design and upgrade Secondary Road 940, from Kananaskis Country to Coleman, to accommodate tourism (i.e., signage, access to scenic lookouts or points of interest, rest areas);
  - improve signage and access from Highway 2 to Highway 2A north of High River; and
  - improve signage to tourist information booth and attractions in Cardston.

- **Relocate Tourist Information Booth in Cardston to a more visible and accessible location on the southern outskirts of town.**

6.5.2 Promotion

A two-phased promotional strategy is recommended to effectively market tourism and recreation opportunities in the zone. The first phase would involve a continuation of Chinook Country's radio campaign around a theme for attracting people to Chinook Country. The major thrust should be the radio campaign with newspaper advertisements tied to it. Radio spots could raise questions and provide answers about different areas within the zone and tourism/recreation opportunities that are available. Associated with this campaign could be buttons or other momentos given to persons visiting various areas within the zone. Directions to follow-up information must also be provided in the radio spots and newspaper advertisements. People should be directed to the Chinook Country Tourist Association office in Lethbridge or the Chinook Country tourist information huts in Taber and Cardston for further specific tourism/recreation information on the zone.

The radio and newspaper campaign would be most cost effective if it focused on the local and Calgary markets. Local promotion should be centred in Lethbridge with utilization of radio and newspapers in other parts of the zone as well. The campaign should continue to be initiated in late April or early May and run until September.

The second phase of the promotional program involves the provision of specific information on tourism/recreation opportunities, services, and facilities available in the zone. The type of information and where it is available are equally important. The promotional material should be prepared and available to visitors during the period from 24 May to 1 October.

Specific information that is, and/or should be, available to the local and visiting public includes:

- maps of the zone highlighting major tourism/recreation opportunities and attractions in different areas;
- Events Calendar for Chinook Country;
- rubber tire circle tours in the zone which originate in existing destination points;
- large colour posters, depicting scenes or attractions in the zone, that are displayed in tourist information centres and are available for sale to the public;
- information on placemats in restaurants;
- theme route brochures for rubber tire traffic within the zone;
- Alberta Accommodation Guide;
- specific brochures on attractions in the zone; and
- trail blazer routes.

Ensuring that this information is readily available to the local, provincial, and non-resident markets is very important. As such, the promotional material should be available at the following locations.

- Chinook Country tourist information centres in the zone;
- an information booth at the Calgary Stampede and Klondike Days;
- Travel Alberta information centres;

- Chamber of Commerce Information Centres in Calgary, Edmonton, and communities in the zone;
- Provincial Parks in the zone;
- charter bus companies in Calgary;
- senior Citizen clubs and organizations;
- service stations, motels/hotels, and restaurants that are heavily used by tourists visiting the zone;
- specific attractions in the zone;
- agricultural tour companies; and
- agricultural facilities.

The existing visitor market (one or more nights) to Chinook Country consists of close to one million people annually. Through upgrading and expansion of existing attractions and opportunities, new marketing concepts, and effective promotion, the goal of increased tourism in the zone will most certainly be achieved, although the magnitude of increased tourism cannot be predicted at this time.

7

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7.2 PERSONAL COMMUNICATION

7.2.1 Tourist Attractions, Facilities and Services

Special thanks are extended to the operators who took the time to speak to us during our interviews:

Jim Bates	Nikka Yuko Japanese Gardens
Richard Burgis	Lethbridge Exhibition Association
Omar Broughton	Retired, High River
Ernie Clark	High River Agricultural Society
Anita Dyke	Helen Schuler Coulee Centre
Rudy Enzmann	Bronze Boot Art Gallery
Rick Harding	Bow River Co.
Barry Hegland	Genevieve E. Yates Memorial Centre
Dr. Johnston	Lethbridge Historical Society
Dan King	Museum of the Highwood
Lena	Wilson Hutterite Colony
Roy Nelson	C.O. Card Home and Museum
Ron Peterson	Henderson Lake Campground
Gina Sidenham	Claresholm Museum
Leo Stutz	Courthouse Museum and Archives
Harvey Weins	Fort Whoop-Up

7.2.2 Industrial and Commercial Facilities

We appreciate the information provided to us by representatives of industrial and commercial facilities in the study area:

Paul Applegard	Nanton Spring Water Company
Ed Bushey	Lethbridge Breweries
Ray Carr	Canbra Foods
Mrs. Chamberlain	Catelli
Dick de Boer	Pacific Western Transportation
Fred Graham	Gainers
Bob Koehler	Lilydale Poultry
Alida W.J. Kuipers	Pacific Western Transportation
Pat Lafarge	Molson Alberta Brewery
Ken Mumby	Palm Dairies
Stan Noren	Ellison Milling
Roy Osterman	Canada Packers
Ed Ryerson	Alpha Milk
Al Sanheim	Amalgamated Beverages
Ed Schiller	Coal Division, Petro Canada
Ed Seskers	York Farms
Nancy Sterner	Cardinal Coach Lines
Harvey Toews	Canadian Dressed Meats
Ed Yuesugi	Empress Foods
Fern Wees	Co-op Station, Granum
McKay Williams	Royal Bank, Cardston
Chris Woodcock	Palliser Distillers

7.2.3 Accommodations

Special thanks to the guest ranch owners and hotel/motel managers who granted us personal interviews:

Lucille Glaister	Mesa Creek Ranch
Bridget Jones	Timber Ridge Lodge
Taj Kassam	Sandman Motel, Lethbridge
Mac McKenny	Home Place Guest Ranch
Doug Nielsen	Lethbridge KOA Campground
Mrs. Seymore, Senior	Blue Bird Motel
Harold Seymore	Blue Bird Motel
Dave Simpson	Timbermountain Packtrain

7.2.4 Chambers of Commerce

We appreciate the information and assistance provided by the various Chambers of Commerce and their representatives:

Clint Dunford	Lethbridge Chamber of Commerce
Jody Fry	Lethbridge Chamber of Commerce
Reuben Hamm	High River Chamber of Commerce
Hilda Inns	Coaldale Chamber of Commerce
Wally Kemp	High River Chamber of Commerce
Dan McCoy	Milk River Chamber of Commerce
Randall R. Natress	Okotoks Chamber of Commerce
Ian Stapley	Nanton Chamber of Commerce
Eugene Washiewich	Vulcan Chamber of Commerce

7.2.5 Municipal Representatives

We extend our appreciation to the numerous municipalities and their representatives for granting us personal interviews and providing some insight into the tourism roles and objectives of their respective communities:

Mary Bailey	Village of Longview
J.A. Barrie	Town of Okotoks
Richard Boivie	Town of Cardston
Vivian Bourne	Town of Raymond
Bill Brown	City of Lethbridge
Mrs. L. Brown	Village of Lomond
Rene J. Chartrand	Town of Claresholm
Verlyn Culp	Village of Arrowood
Doris Ellice	News Reporter, Nanton
Gerri Eli	Blood Indian Reserve
Mr. Ferguson	Village of Coalhurst
Shirley Heather	Village of Coutts
Mrs. Howe	Village of Nobleford
Mr. Howse	Town of Vauxhall
Rhea Jensen	Town of Cardston
Ted King	Town of Cardston
Dianne Kreh	Town of Black Diamond
Terry Loose	Town of Magrath
Florence McIntyre	Town of Turner Valley

Dorothy McLean	Town of Coaldale
Faye Miller	Town of Stavely
Bill Moore	City of Lethbridge
Jim Newman	Town of High River
Mary-Anne Olsen	Town of Cardston
Mrs. B.A. Peterson	Village of Milo
Ron Peterson	City of Lethbridge
Pius P. Reis	Town of Picture Butte
Mrs. Robinson	Village of Champion
Monta Salmon	Village of Stirling
Hazel Skaronski	City of Lethbridge
Patti Stewart	City of Lethbridge
Adrian Stimson	Blackfoot Indian Band
D. Lila Todd	Town of Nanton
Reginald Tutte	Village of Cayley

7.2.6 Government Contacts

Information and assistance was provided by individuals in various federal and provincial government departments. Appreciation is extended to:

Lorna Allen	Alberta Energy and Natural Resources
Al Bibaud	Alberta Energy and Natural Resources
Ken Bodden	Alberta Energy and Natural Resources
Mabell Brick	Alberta Energy and Natural Resources
Harold Carr	Alberta Energy and Natural Resources
C.S. Clark	Alberta Agriculture
Mike Clawson	Alberta Agriculture
Ted Dykstra	Alberta Environment
Wilf Goldbeck	Alberta Recreation and Parks
Mark J. Haxby	Alberta Recreation and Parks
Gayle Honey	Agriculture Canada
Ada Hsu	Alberta Treasury
Darius Kanga	Alberta Transportation
Sandy Larson	Alberta Environment
Jack Marko	Alberta Transportation
Enid Markus	Alberta Tourism and Small Business
Doug Milligan	Alberta Agriculture
Fred Moffat	Alberta Recreation and Parks
Rick Moyse	Alberta Recreation and Parks
Linda Patterson	Oldman River Regional Planning Comm.
Nic Porter	Alberta Transportation
Barry Rogers	Alberta Energy and Natural Resources
Gunther Ruppel	Alberta Culture
Barry Salter	Alberta Tourism and Small Business
Glenn Selland	Alberta Energy and Natural Resources
Carol Trausdale	Alberta Energy and Natural Resources
Don Wentz	Alberta Agriculture

The offices of the following Members of the Alberta Legislature were contacted during the course of the study:

• G. Stevens	Banff - Cochrane
H. Alger	Highwood
E.L. Fjordbotten	Macleod

R. Speaker	Little Bow
R.J. Bogle	Taber - Warner
J. Thompson	Cardston
F.D. Bradley	Pincher Creek - Crowsnest
J. Gogo	Lethbridge West
A.D. Johnston	Lethbridge East

* MLA interviewed during this study.

7.2.7 Chinook Country Tourist Association

Thanks are extended to the CCTA members, especially those who were interviewed during this study:

Executive Committee:

* William Baker	President
Sadru Nanji	Vice-President, City of Lethbridge
Chuck Ridder	Vice-President, Zone (Pincher Creek)
Gordon Saunders	Treasurer (Taber)
John Wichers	Director, City of Lethbridge
* Hugh Craig	Director, Zone (Fort Macleod)
Don LeBaron	Council, City of Lethbridge
Cam Barnes	Past President
* Randy Smith	General Manager
* Patti Stewart	Information Services Officer

Board of Directors:

* William Baker	Lethbridge
Cam Barnes	Lethbridge
Gerry DeHeer	Lethbridge
Terry Hyshka	Lethbridge
* Taj Kassam	Lethbridge
Don LeBaron	Lethbridge
Sadru Nanji	Lethbridge
Douglas Nielson	Lethbridge
Terry Royer	Lethbridge
Duncan Thompson	Lethbridge
John Wichers	Lethbridge
Wayne Reimer	Lethbridge
Dave Coutts	Fort Macleod
* Hugh Craig	Fort Macleod
Allan Damonze	Pincher Creek
"Duke" Ferguson	Claresholm
* Ed Flickenger	Cardston
* Wally Kemp	High River
* Ken McCallum	Turner Valley
* Allan McLellan	Claresholm
Chuck Ridder	Pincher Creek
Gordon Saunders	Taber
Ross Uibel	Mountain View
Myron Verberg	Milk River

* CCTA members interviewed during this study.

APPENDIX

Appendix A.1 Existing Historical Interpretive Facilities in the Study Area

Theme	Existing Interpretive Facilities
Prehistory	None, except at local museums (i.e. Galt)
Native History	Local museums (i.e. Galt Museum, Fort Macleod, Fort Whoop-Up); roadside signage along Highway 2 near Stand Off and along Highway 3
Whiskey Forts	Fort Whoop-Up; further development anticipated
Trails/Stopping Houses	Roadside signage (i.e. Spitzee Post on Highway 2 east of High River)
N.W.M.P.	N.W.M.P. Tourism study completed, roadside signage (i.e. Highway 3 near Fort Macleod and Highway 2 near Pulteney); museums at Fort Macleod and Lethbridge (i.e. Galt and Fort Whoop-Up)
Farming/Ranching	Roadside signage (i.e. Highway 2 south of High River)
Ghost Towns	None
Railroads	Galt Museum and Galt Garden in Lethbridge; roadside signage at the High Level Bridge in Lethbridge
Irrigation	Local museums (i.e. Galt); roadside signage on Highway 4 south of Lethbridge
Coal Mining	Lethbridge Urban Park (Fort Whoop-Up); Galt Museum; further development anticipated
Turner Valley Oil	Roadside signage (i.e. Highway 2 near Aldersyde)
Kananaskis Country	Interpretive Centre in the park (on Highway 40)
Mormons	Various local museums (i.e. the Card House and the Courthouse Museum); roadside signage (i.e. Highway 2 south of Cardston); Cardston Temple Visitors Centre
Hutterites	None

Appendix A.2 Existing Roadside Historical Interpretive Signs in the Study Area

Sign	Location	Description
Milk River Ridge	Hwy. 4	drainage basin to Gulf of Mexico
Jerry Potts	Hwy. 4 between New Dayton and Warner	NWMP Scout
Irrigation	Hwy. 4 outside Lethbridge	Mormons first to use it. Trees planted after irrigation
Blackfoot/Cree Battle	Hwy. 3	Indian Battle Park, Fort Whoop-Up Oct 1870
Mormon Trek	Hwy. 2 south of Cardston	1887 trek from Utah led by Charles Ora Card
Chief Red Crow	Hwy. 2 Stand Off	lived 1830-1900 - signed Treaty 7, Chief of Blood Indians
Stand Off	Hwy. 2	Whiskey fort built in 1871, abandoned in 1874
The Leavings	Hwy. 2 Pulteney	Stopping house, NWMP detachment 1886-1903; 1870's Henry Kountz
Spitzee Post	Hwy. 2 east of High River	Whiskey post abandoned due to hostile Indians
Brands	Hwy. 2 south of High River	First brands registered 1878, NWMP
Turner Valley Oil Field	Hwy. 2 Aldersyde	May 1914 - 1st oil producing well
Blood Indians	Hwy. 2 near Stand Off	Largest Indian Reserve in Canada, Treaty 7, Kainai Industries Ltd. - prefab houses started 1971.
Fairfield Farm	Hwy. 5 south of Lethbridge	Experimentation with alfalfa. Dominion Experimental Station established.

Appendix A.3 Significant[a] Prehistoric Sites in the Study Area

Site	Type	Potential Theme	Vicinity
Old Women's	Buffalo Jump	Buffalo	Cayley
Big Rock	Erratic	Glacial History	Okotoks
Mystic Cave	Pictographs	Art/Ceremony	Chain Lakes
Ross Site	Campsite	Habitation	Picture Butte
Upper/Lower Kills	Bison Kill	Buffalo	Picture Butte
Sundial Cairn	Cairn	Ceremony	Blackie
Majorville Cairn	Medicine Wheel	Ceremony	Majorville
Chin Coulee	Tipi Rings	Habitation	Taber
Longview	Tipi Rings	Habitation	Longview
January Cave	Cave	Early Man	Chain Lakes
Taber Child	Burial	Early Man[b]	Taber
Morkin Site	Campsite	Habitation/Ceremony	Willow Creek

Notes: a) This list does not represent all the prehistoric sites, only those considered the most significant. The Head-Smashed-In prehistoric site and Writing-On-Stone Provincial Park site lie within the Chinook Tourist zone, but outside the study area.

b) A controversy exists as to whether or not the Taber Child bones are 22,000 years old.

Appendix A.4 North West Mounted Police Posts in the Study Area (1874 - 1904)

Name	Period	Accommodation	Location
Chin Coulee	1886	tents	13 kilometres east of Coaldale
Claresholm	1903-4+	frame house, stable, hay shed, coal shed	Claresholm
Dewdney	1892-1897	renting	Okotoks
Dunbow	1884-1895	renting	confluence Bow & Highwood at High River Industrial School
Fifteen Mile Butte	1886, 1887, 1890	tents	Northwest of Raymond
Fort Kipp	1876-1888	renting log buildings	Oldman/Belly confluence
Fort Whoop-Up	1872-1887	Old Fort Whoop-Up	Oldman/St.Mary confluence
High River	1887-1899, 1899-1904+	renting	High River
Ings	1895-1899	renting log house and stable	Highwood River NW of Longview, also called Lincham
Kipp	1899-1904+	1½ storey frame house, 2 stables, coal shed	Oldman/Belly River confluence
Kipp's Coulee	1887-1904+	tenting	11 kilometres south of Stirling
Leavings	1886-1902	tents, then renting log house, stable, out buildings	Willow Creek NW of Claresholm
Lees Creek	1889-1898	renting	Cardston
Little Bow	1888-1900	renting, tents	Little Bow/Oldman confluence
Magrath	1901-1904	renting house & tents	Magrath
Midale Coulee	1889-1890	tents	10 kilometres west of McNab
Milk River Ridge	1887-1904+	frame house, kitchen, stable, storehouse, coal shed, latrine, well	10 kilometres west of Milk River
Millarville	1888-1904+	renting	Ranches in Millarville area
Mosquito Creek	1889-1902	renting log house, stable, outbuildings	3 kilometres northwest of Nanton at Mosquito Creek
Nanton	1902-1904+	renting	Nanton
Nine Mile Butte	1889-1890	tents	10 kilometres west of Wagner
Pekisko	1886-1890	renting, log house, stable	Bar U Ranch, 3 kilometres south of Pekisko
Porcupine	1889-1904+	log house, stable, latrine	Beaver Creek
Pot Hole Creek	1887-1890	log shanty, stable	13 kilometres south of Magrath
Priddis	1893-1896	renting	Priddis, also called Newson's
Queenstown	1899	renting	Alberta Settler's of Queenstown
Raymond	1903-1904+	renting at hotel	Raymond
Stand Off	1878-1885	renting 2 log buildings	west side of Belly River, five kilometres north of Stand Off
	1885-1904+	log house, storehouse, stable, latrine, corrals, later 1½ storey frame house, oat house, stable, coal shed, icehouse	
Stimson's	1886-7,1893	renting log cabin	5 kilometres north of Pekisko
St. Mary's	1889-1901	log house & kitchen, storage house, 2 stables, 2 horse shelters, ice house	East side of St. Mary's River. 13 kilometres north of Magrath
	1882-1885	tents, log buildings	West side of St. Mary's River. 3 kilometres ENE of Aetna
	1885-1888	new buildings; log house, storeroom, stable, corral	
	1889-1904+	framehouse, kitchen, 2 stables, coal shed, oat house, latrine, cow shed	east side of St. Mary's River across from latter

Appendix A.5 Hutterite Colonies in Chinook Country, August 1983

County of Lethbridge

Hutterian Brethern Church of Carmangay
Box 40
Carmangay, Alberta

Hutterian Brethern Church of Keho Lake
Box 125
Barons, Alberta

Hutterian Brethern Church of Lakeside
Cranford, Alberta

Hutterian Brethern Church of White Lake
Box 339
Barons, Alberta

Hutterian Brethern Church of Wilson
Box 96
Lethbridge, Alberta

Rock Lake Colony
Box 1297
Coaldale, Alberta

Hutterian Brethern Church of Turin
Box 207
Turin, Alberta

New York Colony
Box 905
Lethbridge, Alberta

Felger Farming Co., Ltd.
Box 476
Lethbridge, Alberta

County of Vulcan

Riverbend Colony
Brant Colony
Vulcan Colony
Clear Lake Colony

Newdale Colony
Lowmant Colony
Little Bow Colony
Carmangay Colony
(part in Lethbridge County)

County of Taber

Midland Colony
Lakeside Colony
(part in Lethbridge County)

Cameron Colony
Ponderosa Colony
Rock Lake Colony
(part in Lethbridge County)

County of 40 Mile

Mayfield Colony
Winnifred Colony
Kings Lake Colony
Plainsview Colony

Sunrise Colony
Rosedale Colony
Ponderosa Colony
(part in County of Taber)

Appendix A.5 Hutterite Colonies in Chinook Country, August 1983 (continued)

County of Willow Creek

Hutterian Brethern Church of Cayley
Hutterian Brethern Church of Clear Lake
(part in Vulcan County)
Hutterian Brethern Church of Little Bow
(part in Vulcan County)
Hutterian Brethern Church of Stand Off
Hutterian Brethern Church of Willow Creek
Hutterian Brethern Church of Spring Point
Hutterian Brethern Church of Ewelme
Hutterian Brethern Church of Granum
Hutterian Brethern Church of Monarch
Hutterian Brethern Church of Parkland
Hutterian Brethern Church of Riverside
Hutterian Brethern Church of Thompson
Hutterian Brethern Church of White Lake
(part in Lethbridge County)

County of Cardston

Stand Off Colony (part in Willow Creek)
Hutterian Brethern Church of Lethbridge
Hutterian Brethern Church of Milford
Hutterian Brethern Church of New Elm
Hutterian Brethern Church of Riverside
(part in Willow Creek)
Hutterian Brethern Church of Thompson
(part in Willow Creek)
West Raley Colony
Big Bend Colony
Crystal Spring Colony
East Lardston Colony
Hutterville Colony
Old Elm Colony

County of Warner

Elm Spring Colony
New Rockport Colony
O.K. Colony
Milford Colony
(part in Cardston County)
Sunnyside Colony
Miami Colony
Wolfe Creek Colony
Rock Lake Colony
(part in Taber County)

Municipal District of Foothills

High River Colony
McMillan Colony

Source: Prepared by Chinook Country Tourist Association, August 1983.

Appendix B.1 Community Tourism Resources in the Study Area

Community	Population	Hotels Motels (no.)	Restaurants (no.)	Medical Facilities (no.)	Recreation Facilities (no.)					Attractions (no.)			Events (no.)	Transportation			Travel Info. Centers
					Arena	Rodeo	Tennis	Golf	Swimming	Cult	Indust	Inst		Hwy/ S.R.	Bus	Air	
Lethbridge Subregion																	
e Lethbridge	58,000	12	33	3	5	1	21	3	5	10		8	7	3,4,5	•	1	2
Prairie Farmland Subregion																	
h Aetna	90																
v Arrowood	185						2						1	547			
Blackfoot IR	3124					1				1			3	824,907			
v Barnwell	359		1				1						1	3	•		
v Barons	323	1	1		1								1	23	•		
t Cardston	3267	6	9	1	1	1	5	1	1	7			1	2,5			1
v Carmangay	277	1	1	1									1	23	•		
h Carway	-													2			
v Champion	357	1	2		1				1				1	23	•		
t Claresholm	3493	6	13	2	1	1	2	1	1	1	1		4	2,530	•	1	1
t Coaldale	4597	2	4	2	1		2	1	3				1	3	•		
v Coalhurst	1111						2						1	25			
v Coutts	400	2	2				2			1			1	4	•	1	
h Cranford	-													512			
h Del Bonita	18													62			
h Diamond City	74													-			
h Enchant	68													526			
h Ensign	28													-			
t Granum	319	1	1		1		1						1	2	•	1	
h Iron Springs	65													25			
h Kipp	12													3			
h Kirkcaldy	21													23			
v Lomond	304	1	1		1		1						3	843,531			
t Magrath	1576		3	1	1		2	1	1		1		1	5,8,3			
t Milk River	894	3	4	2				1	1	1			1	4	•	1	1
v Milo	119	1	1		1								1	543		priv	
h Monarch	212						1						1	3			
h New Dayton	44													4			
v Nobleford	555		1				1						1	23,519	•	priv	
t Picture Butte	1404	1	3	1	1	1	2	1	1				1	25			
h Queenstown	28													547			
t Raymond	2837		2	1	1	1	2	1	1				1	4,5,57	•		
h Shaughnessy	270													547			
h Shouldice	19													5			
h Spring Coulee	65													5			
Blood I.R. (& Stand Off)	5800		1	1	1								1	2			
v Stirling	688		1		1		1		1				1	4		priv	
h Turin	92													25			
t Vauxhall	1048	2	4	1	1	1	2	1	1				3	36		1	
t Vulcan	1474	3	5	2	1		3	1	1				2	23	•	1	1
v Warner	477	1	2	1	1								1	4,36	•	1	
h Welling	86													5			
h Woodhouse	20													2			
h Wrentham	60													38,61			
Ranchland Subregion																	
h Aldersyde	80													2			
t Black Diamond	1545	2	3	2	1		1						1	7,22	•		
v Blackie	341		1	1		1							4	23,790			
h Brant	53													804			
v Cayley	232			1										2A	•		
h De Winton	84													2			
h Hartell	8													22			
t High River	4941	4	12	9	1	1	1	4	1	1	3			8,1,2A, 23	•	1	
v Longview	312	1	2	2				1					1	22,543			
h Millarville	14												2	22,549			
h Mossleigh	45													24			
t Nanton	1847	3	6	5		1	1	2	1	1	2	1	5	2,533	•		
t Okotoks	4939	1	8	7		1		6		1	1		5	2,2A,7		priv	
h Parkland	60													2,549			
h Pekisko	-													540			
h Priddis	-													88			
t Stavely	548	1	1	1		1	1	2	1				2	2	•		
t Turner Valley	1337	1	5	2	1				1	1	2			22,2via7	•		1

Notes:
- e city
- h hamlet
- t town
- v village
- priv - private airstrip
- - information not available
- • bus service is available

Tourism resources of the hamlets were not inventoried during this study.

Sources:
a) Personal communications.
b) Alberta Tourism and Small Business, 1983.
c) Alberta Bureau of Statistics, 1983a.

Appendix B.2 Annual Events in the Study Area

Community	Event	Date	Attendance
Lethbridge Subregion			
Lethbridge	Ag Expo and Western Canada Seed Fair	1st week March	90,000
	High School 4A Regional Basketball Playoffs	mid March	5,000
	Spring Bull Sale	third week March	5,000
	High School 4A Provincial Basketball Tournament	third week March each 2nd year (85,87,89 etc.)	3,500
	Sportsman Show	late March, early April (84 1st year)	
	Lethbridge Figure Skating Club Ice Show	late March	3,500
	International Indian Pow-Wow & Dance Competition	late March	2,500
	Home & Garden Show	mid April	40,000
	Shrine Circus	May long weekend	6-7,000
	Thoroughbred Racing	May through July	40,000
	Canada Day Celebrations	July 1 weekend	
	Harness Racing	2nd & 3rd week July (starts July '84)	8,000
	Lethbridge & District Exhibition Whoop-Up Days & Rodeo	end July-first Aug.	74,000
	Canadian International Circus	Aug. 19-20	2,000
	Thoroughbred Racing	Sept. - Oct. (starts Sept. '84)	20,000
	Annual World of Wheels	late Sept	10,000
	Whoop-Up Livestock Show	end Oct. - mid Nov.	5,000

Appendix B.2 Annual Events in the Study Area (continued)

Community	Event	Date	Attendance
Lethbridge continued	Chinook Rodeo Finals	first week November	2,700
Prairie Farmland Subregion			
Arrowood	Sportsday	Last Saturday in June	300
Blackfoot I.R.	Indian Cowboy Rodeo Organization Rodeo	1st weekend August	
	Indian Days	August 12 - 14	300-1000
Barnwell	Pioneer Days	July 23	500
Barons	Sports and Fair Day	July 9	
Cardston	Canada Day Celebration	July 1	
	Fair and Rodeo (Heritage Days)	August 24-27	2000
Carmangay	Fair and Sportsday	August	700
Champion	Sportsday	July 1	200-300
Claresholm	Art Show	May 30	
	Alberta Rein Cowhorse Association	June 4 - 5	800-1000
	Quarter Horse Show	June 10 - 12	270
	Fair Days	August 12 - 14	3000
	Stavely Open Horse Show	August 27	
	Regional 4H Light Horse Show	July 26-27	
	All Youth Quarterhorse Show	August 20	
	Amateur Horse Show	August 21	
	Calgary Regional Appaloosa Horse Show	July 30-31	

Appendix B.2 Annual Events in the Study Area (continued)

Community	Event	Date	Attendance
	World Cup Skydiving	August	
	Annual Trade Fair	November	
Coaldale	Settler's Days	August 12 - 14	500-2000
Coalhurst	Miner's Days	August 19 - 20	3000-4000
Coutts	Coutts Days and Chinook Rodeo	June 24 - 26	500-1000
Granum	Annual Sportsday Weekend	3rd weekend June	400-500
Lomond	Sportsday	last weekend June	200
	Flower Show	end of July	100-200
	Fall Fair	first Sat. November	200-300
Magrath	Birthday Celebration	July 22 - 24	1500
Milk River	Bonanza Day	1st Monday August	800-900
Milo	Lake McGregor Race Meet	2nd weekend June	2800
Monarch	Sportsday	June 25	
Nobleford	Annual Horticultural Fair and Sportsday	August 28	1000-1500
Picture Butte	Jamboree Days	July 30 - Aug. 1	1000-1500
Raymond	Heritage Day and Chinook Rodeo	June 30 - July 1	3000
Blood I.R.	Kainai Indian Days	3rd weekend July	16000
Stirling	Settler's Days	July 15 - 16	500
Vauxhall	Vauxhall Rodeo	June 4 - 5	300
	Funfest	1st week August	
Vulcan	4-H Calf Show	June 18	300
	Vulcan Days/Canada Day	July 1	2000

Appendix B.2 Annual Events in the Study Area (continued)

Community	Event	Date	Attendance
Warner	Whooperee Daze	June 11	500-700
Ranchland Subregion			
Black Diamond	Pro Rodeo	June 3 - 5	
	Parade and Sportsday	July 1	150
	Fall Fair	October	150-200
	Christmas Breakfast	December	100
High River	High River Snowgolf Tournament	February	
	Y'all Come Trade Fair	1st weekend May	
	Little Britches Rodeo	Victoria Day weekend	7000
	High River Pro Rodeo and North American Championship Chuckwagon Races (Spitzee Celebrations)	mid August	12000-15000
	Summer Fair	August	
	Horticultural Society Flower Show	August	
	Arts Alive	late November	
	Santa Day	mid December	
Longview	Little New York Daze	July 23	
Millarville	Millarville Races	July 1 - 2	
	Annual Agricultural Fair	3rd Sat. August	
Nanton	High School Rodeo Finals	June	300-400
	Cattle Penning	early June	20-30
	Round Up Days	July 29 - August 1	600
	Horse Show	August 13	50

Appendix B.2 Annual Events in the Study Area (continued)

Community	Event	Date	Attendance
Okotoks	Winter Carnival	February	
	Antique Days	May	
	"Expo" Trade Show	June 17 - 19	
	Sportsday	June 18	
	Christmas Days	December	
Priddis	The Nationals	June 2-5	
	Spruce Meadows Junior Horse Show	July 7-10	
	Spruce Meadows Masters Horse Show	September 7-11	
Stavely	Stavely Indoor Rodeo	May 6 - 8	
	Horse Show	August 28	

Note: a) Attendance figures are provided where available
b) Specific dates refer to 1983 only

Source: Chinook Country Events Calendar.

Appendix C.1 **Alberta Recreation and Parks Wayside Recreation Areas in the Study Area**

	Carmangay	Chin Coulee	Chin Lakes	Travers Dam
Size (hectares)	4.82	1.37	1.54	3.16
Facilities				
Sites	12	15	25	15
Shelter	•	•	•	•
Fireplaces	•	•	•	•
Tables	•	•	•	•
Toilets	•	•	•	•
Water	•	•	•	•
Recreation				
Fishing	•	•	•	•
Swimming		•		•
Conveniences				
Boat launch		•		•

Note: • facilities are available

Source: Travel Alberta, 1983a.

Appendix C.2 Alberta Transportation Campsites in the Study Area

	Prairie Farmland			Ranchland
	Milk River	Raymond	Waterton River	Nanton
Size (hectares)	1.26	-	2.13	3.14
Facilities				
Shelter	•	•	•	•
Fireplaces	•	•	•	•
Tables	•	•	•	•
Toilets	•	•	•	•
Water	•	•	•	•
Recreation				
Fishing	•		•	
Trails			•	

Note: • facilities are available

Source: Travel Alberta, 1983a.

Appendix C.3 Alberta Forest Service Recreation Areas in the Study Area

	Dutch Creek	Livingstone Falls	Oldman River	Racehorse Creek
Size (hectares)	-	63.24	41.90	32.41
Facilities				
Sites	42	22	16[a]	37
Shelter	•		•	•
Fireplaces	•	•	•	•
Tables	•	•	•	•
Toilets	•	•	•	•
Water	•	•	•	•
Showers	•	•	•	•
Recreation				
Fishing	•	•	•	•
Trails			•[b]	
Visitor Statistics[c]				
Total Use[d]	1341	600	236	613
Average Occupancy	90%	77%	71%	62%

Notes:
- a group camp by reservation
- b horse corrals and equestrian trails
- c weekends only
- d represents number of parties
- • facilities are available
- - data not available

Source: G. Selland, personal communication.

Appendix C.4 Municipal and Private Campgrounds in the Study Area

	Prairie Farmland Subregion								Rangeland Subregion							Lethbridge Subregion	
	Cardston			Claresholm	Del Bonita	Enchant	Magrath	Spring Coulee	Vauxhall	Black Diamond	High River	Longview	Okotoks	Vulcan		Lethbridge	
	Kimball	Lee Cr.	St. Mary's											Town	Anniversary	Henderson Lake	KOA
Size (hectares)		5.92		2.76	1.76	63.24	1.81	0.19									
Camping Facilities																	
Sites		26		16			15		30	25	100	28	100	10	31	88	110
Hookups				•								•	•			•	•
Shelters	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Fireplaces	•		•	•			•		•	•	•	•	•	•	•	•	
Tables	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Toilets	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Water	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Showers				•	•					•	•	•	•	•	•	•	•
Recreation																	
Fishing							•			•		•					•
Swimming							•										•
Trails												•					
Playground			•	•	•	•	•	•	•	•	•	•	•			•	•
Boating								•									
Conveniences																	
Boat launch								•									
Groceries												•	•			•	•
Phone				•							•	•	•			•	•
Laundry																•	•
Sewage Dump		•		•						•			•	•	•	•	•
Concession						•						•					

Note: • facilities are available

Source: Travel Alberta 1983a.

Appendix D.1 Traffic Volumes in the Study Area

Locations	1981 AADT	1981 ASDT	1982 AADT	1982 ASDT	TST	Volume Increase in summer (153 days)
Highway #2						
Near border	640	750	670	820	125,460	(22,950)
N. of 501 S. of Cardston	1820	2130	1790	2210	338,130	(64,260)
N. of 5 N. of Cardston	2250	2640	1820	2310	353,430	(74,970)
4 km N. of Claresholm	4730	5510	4790	5570	852,210	(119,340)
N. of 529 S. of Parkland	4260	5030	4040	4700	719,100	(100,980)
S. of 23 E. of High River	4940	5800	5110	5940	908,820	(126,990)
Highway #3						
W. of 23 E. of Monarch	4730	5240	4900	5080	777,240	(27,540)
E. of 23 E. of Monarch	7000	7730	2250	9760	1,493,280	(384,030)
E. of 512. E of Coaldale	4850	4770	4130	4420	676,260	(44,370)
Highway #4						
3 km N. of Coutts	1300	1510	1270	1430	218,290	(35,190)
N. of 61 N. of Stirling	2320	2550	2350	2530	387,090	(27,540)
Highway #5						
W. of 505 & 820 Spring Coulee	1560	1820	1540	1820	278,460	(42,840)
S. of 52 S. of Welling	2950	3460	2910	3430	524,790	(79,560)
Highway #22						
S. of 520 W. of Claresholm	200	240	200	260	39,780	(9,180)
N. of 533 S.W. of Nanton			230	290	44,370	(9,180)
Highway #23						
S. of 529 N. of Champion	1900	2050	1700	1880	287,640	(27,540)
S. of 24 N. of Vulcan	2170	2380	2020	2230	341,190	(32,130)
Highway #24						
N. of 542 W. of Milo	1510	1620	1600	1740	216,220	(21,420)
Highway #36						
N. of 524 N. of Vauxhall			2320	2550	344,250	(35,190)
Highway #62						
S. of 501 at Del Bonita			110	130	19,890	(3,060)

Notes: AADT Average Annual Daily Traffic
ASDT Average Summer Daily Traffic
TST Total Summer Traffic

Source: Alberta Transportation, 1982a.

Appendix D.2 Participation by Albertans in Outdoor Recreation Activities: 1979-80

Activity	Persons participating at least once during last twelve months	
	Thousands	Percent
Picnics	2,169	59
Swimming	1,099	51
Walking	1,062	50
Ice skating	743	35
Nature walks	668	31
Bicycling	663	31
Fishing	604	28
Tobogganing	508	24
Hiking (not overnight)	486	23
Tent-camping (not backpacking)	420	20
Water-skiing	382	18
Motor-boating	266	17
Jogging	353	16
Downhill skiing	353	16
Snowmobiling	323	15
Tennis	310	14
Cross-country skiing	303	14
Golfing	261	12
Canoeing	261	12
Horseback riding	255	12
Truck-camper camping	217	10
Trailer camping	207	10
Ice-fishing	158	7
Off-road motorbiking	123	6
Backpacking (overnight)	112	5
Row boating	112	5
All-terrain vehicles	87	4
Motorhome camping	86	4
Sailing	49	2
Camping with a van	44	2
Snowshoeing	30	1

Source: Alberta Recreation and Parks 1981.

Appendix D.3 Households Owning Selected Recreational Equipment

	Percent in Canada[a]			Percent in Alberta[b]		
	1971	1978	Change	1974	1978	Change
Downhill skis	-	14.2	-	-	20	-
Cross-country skis	-	16.9	-	-	13	-
Snowmobiles	7.3	9.7	33%	8	9	13%
Adult bicycles	27.9	42.0	51%	32	44	38%
Vacation homes	6.7	6.5	-3%	4	4	0%
Tents	11.5	17.0	48%	16	21	31%
Tent trailers	3.8	4.2	11%	6	8	33%
Travel trailer	2.1	4.5	114%	7	10	43%
Truck campers	1.2	2.8	133%	5	7	40%
Canoes	2.1	5.0	138%	2	6	200%
Rowboats	3.1	3.4	10%	3	2	-50%
Sailboats	0.9	1.3	44%	1	1	0%
Outboard motorboats	8.0	7.9	-1%	8	8	0%

Sources: a) Statistics Canada 1981c.
b) Statistics Canada 1979.